



UNDER WAY—Stanley Rosin, left, president of the Chamber of Commerce, and John Wood, chairman of the current drive for new members, talk over the campaign at the breakfast Tuesday which set the drive in motion. (C. of C. Photo).

### Private Waste Disposal Plan Urged by Rink

City Manager Russell Rink asked city council at last night's meeting for approval of advertising for private bids on contract to handle the city's waste disposal.

Efforts to reduce the cost of present city operation through private contracting is sought. Present budget figure for the year is \$67,622 for the city waste disposal service which is operating at an annual loss of about \$5,000.

Three pay increases without an increase in rates have brought this about regardless of efficient operations by the city department which uses 17 employees during the season's peak and five trucks for their daily commercial and three times a week resident pick-ups of waste disposal, of garbage and rubbish.

### This Side of the Sun

By Phat

#### HYMN OF HATE

The guy I loath  
and want to sock  
is he who monkeys  
with the clock  
Next week I'll rise  
Before it's six  
Because this bird  
performed his tricks,  
I'll stretch and cuss  
E'en while I yawn  
At the nut who got  
Me up ere dawn.

Perhaps I shouldn't be irked with him... He gave me a chance to use 'em "ere" But anyway, switch your clocks Saturday night and while, perhaps, you won't like it, you'll be on time for what may come Sunday... And on the last Sunday in September, you'll get that hour back... Only ones who won't lose are the lounge keepers... They'll stay open until 2 a.m. as usual Sunday morning and in September will gain an hour when 2 a.m. becomes 1 a.m. While the rest of us break even, they'll have an extra hour this year.

ED ZIRINSKY, Chamber of Commerce director, was the first one to bring in two or more members in the current membership drive and thus won a prize... He chose an alarm clock... Since he turned the trick in less than two hours, that's one thing I don't think he needs... I have been waiting long for this—They finished paving Indian avenue last Wednesday... Thursday bright and early, they were digging holes in it for utility installations... A grand jury Tuesday took time off to tell the county board of supervisors what a grand bunch they were... He was not from the desert...

MRS. FLOYD V. DANIEL of Desert Hot Springs, must have See THIS SIDE, Page 2

### CHAMBER OF COMMERCE MEMBER DRIVE BEGINS

The Directors' New Members' Drive for the Chamber of Commerce, chairmaned by John Wood was off to a flying start Tuesday morning at 8 o'clock when more than fifty members gathered at the Chamber of Commerce offices for coffee and doughnuts and selected prospect cards prepared from the city's business licensees list.

Twelve teams headed by Directors Florian Boyd, Earl Coffman (Tom Kieley substituting for Coffman in his absence), Francis Crocker, Fred Ingram, Oliver Jaynes, Bob McKenzie, George Olman, Frank Prince, Stan Rosin, O. A. Torgerson, John Wood and George Gannon with three workers on each team "hit the streets" to tell the non-member businessmen of the promotional work behalf of Palm Springs.

Each prospect was approached to join the Chamber of Commerce and support the activities carried on to lure more tourists to this desert resort. Chairman John Wood said that any non-member not approached during this drive should contact the Chamber of Commerce office for information and any member knowing a prospective member should feel free to solicit their membership and report the results to the Chamber office.

The Chamber of Commerce work has steadily progressed and improved in the past years with 378 members in 1951-52 sharing the responsibility of this all-important promotional work. In addition to the out-of-town work done, many direct and indirect benefits have been afforded groups such as the formation of two divisions within the Chamber with advisory committees elected from within their own membership, i.e., the hotel division and the Retail Merchants' division.

### Two Injured in Auto Accident

Sue Ellis, Taylor's Trailer Park and Nel Pendegast suffered slight injuries and an estimated damage of \$500 to their car in a two car crash on Indian avenue Monday.

Both were treated at the Desert Hospital and dismissed following the crash with another car driven by Marian Schid of Rancho Vista Road.

### Mayfair Markets Open New Food Mart in Village Today

Food is King in the Palm Springs desert area this weekend when the Mayfair Markets open their Mayfair Desert Farmers Market at 444 North Palm Canyon drive with a gigantic three-day grand opening food sale. The big food store which operates markets in many southern California communities will have complete grocery, meat and vegetable departments equipped with the most modern fixtures for displaying, servicing and refrigerating foods.

Plans have been in the making for several weeks on the big

### Daylight Savings Time Goes Into Effect on Sunday

You're going to lose an hour some time between retiring Saturday night and arising Sunday morning. Daylight time goes into effect at 2 a.m. next Sunday and when you get up at 8, let's say, it will really be the same as 7 a.m. the day before.

Watches should be set ahead upon retiring Saturday night. Then you'll be on time Sunday morning. Else, if you go to church at 11, you'll meet the rest of the congregation coming out at 12.

The change-over will not affect the legal closing time for cocktail lounges. For it will be standard time legally until 2 a.m. when the time shifts to 3 a.m., all at once.

You'll get that hour back on September 28. That Sunday it will be 1 a.m. twice, for at 2 a.m., the clocks go back to 1 a.m.

### Convention

Juvenile Officers Meeting in City

The Southern California Juvenile Officers association is holding its quarterly conference today with a luncheon at the Tennis Club.

Some fifty officers of the association will participate with Lieut. John England of the Los Angeles Police Department's Juvenile department, president of the Association, presiding.

Chief Gus Kettmann of the Palm Springs Police department and Officer Ted Greene, the department's juvenile officer will act as hosts for the conference locally.

### Two Dead in Plane Crash North of City

Tacoma Man and Woman Passenger Die in Wreck

Two persons were dead today as result of an airplane crash west of Whitewater near the junction of Highways 99 and 111, Sunday.

Harry Bovee, 40, of Tacoma, Wash., died shortly after the crash at Desert Hospital where both were rushed and his companion, Denore Gardner of 1226 East Honda parkway, Temple City, succumbed at 2 a.m. Monday.

Identification of Miss Gardner was made late Sunday by her mother, Mrs. Ellen Hough of the same Temple City address.

THE LIGHT PLANE in which they were flying east ripped through high tension power lines, flipped over and crashed. Both were unconscious when they were found and rushed to the hospital.

It is believed the pair were en route to visit Bovee's brother, Walter S. Bovee, Thousand Palms Reitor, according to Arvid M. Depew, deputy county coroner.

Bovee, who is in business in the northwest, had been living at Arcadia. Sunday he took off with Miss Gardner from El Monte airport before it opened and the crash occurred an hour later.

ONLY ONE WITNESS was found who saw the plane just before the crash, C. A. Williams, Phoenix, Ariz., truck driver, said he saw the little plane flying about 30 feet off the ground two miles west of the crash. White water was without power for a while as the craft cut the wires.

### Tribe Has Final Word on Widening

Attorney O. O. Clark's original injunction to keep the city of Palm Springs from widening a mile of Indian avenue, was dismissed in Federal court, Los Angeles this week, according to City Attorney Roy Colegate.

Clark, who claimed he represented a group of Agua Caliente tribe members, contended in his petition that the right-of-way purchased by the City of Palm Springs was illegal.

The case actually never came to trial but through a series of conferences between Colegate and Clark first mutually agreed upon was that a part of Indian avenue could be paved. A second conference concluded with the paving of all but 1,000 feet (500 feet on either side of the Indian Bath house) and finally an agreement to pave all but 180 feet.

The dismissal of the injunction still leaves the 180 feet in front of the bath house unwidened and final disposition now rests in the hands of the members of the tribe, Colegate said.

### Court Issues Writ Forcing Action on Plan

Council Given Until Friday to File its Answer

It was up to city council this week to call a special election on the proposal to realign the city's councilmanic districts or tell the superior court why they can not.

An alternative Writ of Mandamus returnable Friday ordering council to call the special election or show cause was issued to Attorney Leonard Bock in superior court last Friday.

BOCK FILED the petition for the writ on behalf of five Palm Springs residents: Francis C. Blotter, Fred Swendenhielm, Don R. Seiler, Sal Allessandro and Joseph Palozzi and named Charles Farrell, mayor all six councilmen and the City of Palm Springs as defendants.

Bock, who is chairman of the Junior Chamber of Commerce government committee, said that the action was not a Junior Chamber step but that he was representing the five petitioners as private individuals.

THE WRIT, citing the city officials and the City of Palm Springs is an alternate writ in which council may set a special election at this week's meeting or appear in court Friday to show cause why they have not done so.

The question of redistricting was referred to the Committee of the Whole at last week's council meeting for further study following the City Clerk's certifying a supplementary petition signed by 147 voters, added to the 385 signatures previously filed, totaling more than 16 per cent of the total number of registered voters.

ASST CITY ATTORNEY Jerry Bunker said Tuesday that probably City Attorney Roy Colegate would represent the city on Friday unless the city council decides the issue by calling a special election. Bunker said that even if the court or council decides on a special election on the question three fourths of the qualified electorate will be required to pass the ordinance for redistricting.

Supporters of the redistricting plan seek to have the special city election set for June 3, which is the date of county, state and national primaries. Maps for the redistricting have been drawn by the City Planning commission as comparison with present districts and a special election would cost approximately \$500 in addition to the required court expenses to answer the writ now on file.

PREVIOUSLY, Bock, at a conference agreed to attempt to work out the problem with the city attorney in drafting proposed recommendations to be presented to the city council which would be presented to the legislature on the points of legality to empower the city council to act on redistricting.

At last week's council meeting Don R. Seiler presented a letter of demand on the redistricting petition, asking early action.



FOR ROTARY CONFERENCE—C. Ronald Ellis, local Rotary club member, vice-chairman of the 162nd district Rotary International conference which starts here today. (Chamber of Commerce Photo).



PRESIDENT—Jacques Crommelin who was elected president of Palm Springs Rotary club yesterday. (Sun Photo).

### One-Day Relief Drive Saturday

Everyone living in the Palm Springs area is asked to help victims of floods and tornadoes in the midwest by Dr. A. G. Hoff, chairman of the local Red Cross fund drive.

Collections will be made on the sidewalks and in business establishments of Palm Springs, Cathedral City, Desert Hot Springs and Thousand Palms, Dr. Hoff said, on Saturday. All are asked to give generously and at once.

The disasters in the midwest are the greatest in years and the Red Cross has been asked to act quickly. Many people have lost their homes and their farms are inundated. Help is needed at once.

"The Red Cross has spent all of the \$7,000,000 disaster reserve; all of the \$5,000,000 raised for Midwestern floods of last summer, and all but \$500,000 of the \$1,000,000 budgeted for disaster relief and rehabilitation this year," said Val Blatz, chairman of the local branch.

### Hopps Day

Luncheon Event to Honor Leaders

Tuesday, April 29, will be Stewart Hopps' Day. A 12 o'clock luncheon, to be held in the Starlite Room at the Chi Chi will honor Stewart Hopps, chairman of the 16th Annual Desert Circus Week, and other civic leaders who donated their time and effort toward making this year's Circus Week one of the most successful in its history.

All civic organizations and civic-minded individuals are urged to participate in this luncheon honoring Hopps

### Rotarians of Five Counties Convene Here

Four-Day Session Begun Today by 3000 Delegates

Palm Springs will play host today, tomorrow, Saturday and Sunday to more than 3,000 Rotarians, their wives and families when District 162, Rotary International, stages its annual conference here.

Rotarians representing some 50 clubs from Los Angeles, San Diego, Riverside, San Bernardino and Imperial counties will be present at the conference sessions.

JIM CAVETT is chairman of the conference, Ronald Ellis, vice chairman and Frank Ewing, secretary-treasurer. Robert Bennett, president of Palm Springs Rotary will welcome the visiting delegates.

Governor W. Fred Lavelle of Covina, head of the district, will preside at the sessions.

PROGRAM for the conference begins with a golf tournament at Thunderbird Country Club at 10 a.m. Thursday, April 24, to be followed by a luncheon for past district governors and other officials at noon at the Town and Country restaurant. Registration follows Thursday afternoon in the foyer of the Plaza Theatre with committee meetings at the Desert Museum.

Thursday night will be Fellowship evening with Rotarians being admitted to Shadow Mountain, Tamarisk, Thunderbird, Raquet and Tennis Clubs as well as the Desert Inn.

FIRST SESSIONS of the conference will be held Friday at the Plaza Theatre from 9:30 a.m. to 11:15 a.m. The San Diego Rotary Club will sponsor a luncheon at the Tennis Club Friday noon, and the second plenary session starts at 2:15 p.m. at the Plaza Theatre.

Rotary International dinner is scheduled for 7 p.m. at Thunderbird Country Club with entertainment by VISA students and See ROTARY, Page 6

### The PUBLISHER'S Corner

WELCOME ROTARIANS!... Palm Springs is happy to again play host to Rotarians and their RotaryAnns from almost fifty Southern California communities for another District Conference. We recall how much we enjoyed your visit two years ago and how glad we were to learn that those who attended that conference liked Palm Springs and the manner in which the affairs were handled. We know how long and hard the conference officers have worked to make this a memorable occasion for all and feel sure that it will be.

District Governor Fred Lavelle has been a visitor to the Village a number of times in the past year and is highly respected for his devotion to the objects of Rotary. Then too, he is a good Palm Springs booster and, of course, we all appreciate that.

Jim Cavett, the general chairman, and Ronald Ellis, assistant chairman, have worked for weeks on a thousand and one details that must be taken care of in arranging for a conference that will number close to 3000 in attendance. Bob Bennett, president of the Palm Springs club, and Frank Ewing, secretary-treasurer of the conference, have been busy assisting the local committees and will take an active part throughout the sessions. They have been ably assisted by a score of committee chairmen from Palm Springs Rotary, all of whom have been guided and assisted by Governor Lavelle.

Since the establishment of the first club in Chicago 47 years ago the Rotary idea of service has spread throughout the world. Rotary International now has a membership of some 350,000 business and professional men which make up 74,000 Rotary clubs in 83 countries and geographical regions. It is making a contribution of untold value in the development of good will and better understanding among the nations of the world. Every Rotarian, every club and every district in this vast civic organization plays an important role in this advancement of world-wide good will, as well as to the service they give to their community and the nation.

In addition to the serious subjects to be discussed and acted upon, there is the very enjoyable social phase of these conferences that brings welcomed relief from the cares of the day. Relaxation and enjoyment of living is something in which this Palm Springs resort area specializes. We hope you all get a generous dose of it and that you will come back and see us again when you are feeling a bit low and need another Palm Springs "treatment."



## Hot Springs Woman Wins National Prize

Mrs. F. V. McDaniel  
Receives \$20,000  
for her 25 Words

A regular Safeway Store customer, Mrs. Floyd V. Daniel, of Desert Hot Springs, was the excited winner of the nationwide "Million Dollar Contest," when officially presented with the coveted first prize award last Saturday in the Safeway Store where she made her purchase of Gold Medal Flour in order to enter the contest.

Mrs. Daniel, attractive wife of a Desert Hot Springs carpenter, experiencing the thrill of a lifetime, was speechless when presented with her first prize award—her choice of \$20,000.00 in cash or \$100 a month for life, by executives from General Mills, Inc., Wesson Oil and the Crosley Corp., sponsors of the contest, who came to Palm Springs to make the presentation.

In addition to her fabulous first prize won by Mrs. Daniel, 2170 other valuable prizes were awarded prize winners, including complete Crosley Kitchens, Refrigerators, Ranges, Freezers, Television sets and Radios.

The "Million Dollar Contest" entered by thousands of consumers across the nation, was based on Betty Crocker's Famous "Stir-N-Roll" recipes. Entrants completed in 25 words or less "I like Betty Crocker's 'Stir-N-Roll' recipes because . . ."

On receiving her award Mrs. Daniel smilingly declared "It pays to shop at Safeway!"

### From Page One—MORE ABOUT THIS SIDE

known they were coming . . . So she baked a cake . . . And won a \$20,000 Safeway store prize . . . Probably were two internal revenue men sitting on the curb, waiting . . . Anyway, I liked best what she said when they asked her what she was going to do now that she had won the money . . . And she told the large audience down at Safeway where the award was made: "Nothing for a week—just count the money" . . . Must take a day off myself sometime and figure out how long it would take to count that much if it were in pennies . . . Such things interest me . . . Maybe that's why I don't have a chance to try it.

ACCORDING to the Los Angeles public press a husband obtained a divorce by naming several Palm Springs spots as ex-respondents . . . Said all his wife would do down here was drink Manhattans . . . Even had a score card, showing the number of them in different well known local spots . . . Eight in one, six in another, seven a third . . . Personally, I wouldn't like that many cherries . . . Comes a letter from a Villager . . . Said he saw an advertisement in The Sun . . . "Ladies' dresses half off" . . . And asked "what is new about that around here?"

AS USUAL, I must pay my respects to traffic . . . Indian avenue, nice and wide, has become a proving ground for double-parkers, U-turners and eager beavers who want to step on it . . . Can hardly get my work done because it is so interesting to stand in the rear door of The Sun office and watch 'em perform . . . Some of them even back around for their U-turns . . . Fellow came into the office yesterday and wanted to know about license tabs . . . He said that in 30 minutes on Palm Canyon drive he counted 40 1951 licenses, mostly on California cars . . . Deadline for new licenses was Feb. 3.

How about that campaign against the brown days? . . . Why not have a campaign and a prize for the most artistic display on stores which close for the summer? On Palm Canyon drive, it would look good.

### Shaw Resigns C. of C. Position

Lucien W. Shaw has resigned as a director of the Palm Springs Chamber of Commerce after three years of active service.

Shaw's resignation was laid to the fact he is leaving Palm Springs to become general counsel for Bekin Van & Storage company in Los Angeles.

### ECONOMIC—14

#### Economic Survey Topic on May 6

Stuart Walsh who is conducting an economic survey for Riverside county will be in charge of a meeting to be held Tuesday May 6 at noon at Chi Chi, according to the Chamber of Commerce.

#### Ask Name Change for Mountain Road

County supervisors this week were considering a request that the name of the Banning-Idyllwild road be changed to Panorama highway.

Idyllwild chamber of commerce made the request.



**TWENTY GRAND**—M. J. Hott of General Mills, Inc., presenting check for \$20,000.00 to Mrs. Floyd V. Daniel of Desert Hot Springs. Paul Martin, Wesson Oil representative, left, and J. F. Butler, Safeway manager at Palm Springs, right, looking on.

## VILLAGERS AID STUDENTS AT CAREER CONFERENCE

Third annual Career Conference for high school students was held Monday at the Palm Springs high school under the direction of Paul Summitt, head of the guidance department of the Palm Springs Unified school district.

Beginning with a general meeting of some 400 high school students who were addressed by members of the armed forces seeking to interest boys and girls in the uniformed services.

**THE BOYS** were addressed by Major Schliba, air force officer from March field and representatives of the W.A.C. and W.A.F. addressed the girls.

Following the general assembly, the students who are allowed to choose three careers in which they seek information each year during their four year term, were then grouped in occupational forum meetings devoted to specified vocational fields.

Bruce Pickett, local representative of Western Air Lines was instrumental in presenting Western Air Lines pilot and stewardess to discuss their careers.

**RANDALL HENDERSON**, publisher of Desert Magazine spoke on writing as a career. William Nash discussed opportunities as telephone operators. Mrs. James Chandler of Rogers Ranch talked on guest ranches and James Ketchersid on the subject of veterinarians.

Trixie Jarrett spoke on dancing careers. Florence Lockett outlined housewife and a home making career. Oliver Jaynes of

the Desert Sun spoke on newspaper reporting. Gus Kettmann, Chief of Police discussed police and FBI work. Mrs. Terrill of J. W. Robinson's on the subject of merchandising. Bill Anderson of Bernard's of Hollywood on photography. D. C. Stachler of Stack Chevrolet on mechanics.

**MRS. WYNNE HAMMOND** discussed vocal music. Mrs. Mary Mitchell on a school teacher's career. Paul Summers talked on scientist as a profession. Harold Hicks regarding real estate. Matt Dennis of Howard Manor on instrumental music. Warren Slaughter on a lawyer's career. William Cody on industrial designing. Roger Williams on architectural engineering. Mrs. Marion Rysberg of Ann Meredith beauty shop on beauty shop operations. Sally Kopelson on drama. Bob Norie of Smoke Tree Ranch on professional athletics.

Maude Holderman on social service work. Mrs. Wm. Foster on modeling. Joe Gamble on radio. Dr. Hugh Stephens on medicine. William Mason on mechanical engineering. O. D. Torgerson, president of the Desert Bank on general business careers. Lloyd Mason Smith on forestry and forest rangers. Earl Waller on civil service and Mrs. Alberta Babcock on artists.

**IN THE TABULATION** of high school boys interested in career subjects, pilots were 58, mechanics 57, forest ranger 42. Girls were interested in careers with 69 as housewives, 68 as air line stewardesses, 62 as models and 49 as telephone operators.

The annual career conference, organized by the department of Guidance and Child Welfare of the Palm Springs unified school district is aided each year with local business and professional representatives participating and during a student's high school attendance the pupil may gain first hand information from leaders in 12 different vocations or he may keep himself up to date from year to year in one or more chosen vocations.

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SAT. ONLY, APRIL 26  
Johnny Weissmuller  
**"JUNGLE MANHUNT"**  
With Sheila Ryan  
AND  
**"KISS FOR CORLISS"**  
Starring Shirley Temple

## Two Sentenced to County Jail in Gambling Probe

Six month jail sentences were meted out to Willard Parma and H. Ray Burton, leading figures in the recent grand jury investigation of gambling in Riverside county.

They were also fined \$1,000 each and placed on probation for five years by Judge John G. Gabbert who said both were lucky to escape San Quentin terms.

Parma was indicted by the jury and convicted on 11 counts of accepting bribes while serving as a deputy sheriff from Burton who was convicted on a bookmaking charge.

The jurors ended their long quiz last week after four key men of Sheriff Carl Rayburn's department resigned as result of the probe.

## Ignores Trial

Girl in Drug Case  
Forfeits Bail

Search was under way in southern California this week for Carol Fay Lebis, 24, also known by her stage name of Carol Sahlin.

Arrested here recently and charged with possession of narcotics, she failed to appear when her case was called for trial in superior court at Riverside Thursday.

Judge John Babbage ordered her bail, set at \$250 by Judge E. E. Theriault in local court, forfeited and a bench warrant issued for her arrest.

### Baby Daughter for Mrs. Helen Jones

Mrs. Helen Jones, wife of Private Bill Jones, now serving in Korea, gave birth to a baby daughter at Norton's Air Base Hospital, San Bernardino, on April 19 at 10:35 a.m. Mrs. Jones is the daughter of Philip and Theresa Lewis, 650 Sage street, Palm Springs. The little newcomer to the Jones family weighed seven pounds, thirteen ounces and has been named De-lore.



Between Palm Springs and Cathedral City. Gates Open 6:00—Show Starts at 6:30  
Phone 8-4232

LAST TIMES TONIGHT!

**"Japanese War Bride"**  
Shirley Yamaguchi  
Don Taylor  
—AND—  
**"THIS WOMAN IS DANGEROUS"**

Joan Crawford Dennis Morgan  
FRI., SAT.—APRIL 25-26

Dale Robertson  
Joanne Dru  
**"RETURN OF THE TEXAN"**

—AND—  
Croucho Marx—Marie Wilson  
William Bendix  
**"A GIRL IN EVERY PORT"**

SUN., MON.—APRIL 27-28  
**"WHEN WORLDS COLLIDE"**

Richard Derr, Barbara Rush  
—AND—  
**"CLOUDBURST"**

Robert Preston  
Elizabeth Sellers

ADMISSION . . . . . 60c  
KIDS UNDER 12 FREE

Free Pony Rides Sat & Sun.  
5:30-6:30

## Borroughs New Assistant Chief at Hand Laundry

Joseph Borroughs, newly appointed assistant superintendent of the Desert Hand Laundry of Palm Springs is a graduate of the American Institute of Laundries.

Borroughs, whose father and mother, Mr. and Mrs. J. N. Borroughs, 1184 Camino Mirasol live here, has spent most of his life also in Palm Springs with the exception of three years in Oakland where he was with the Oakland California Towel Company, before going to the American Institute to further his career in his chosen profession.

Married, Borroughs makes his home at 71825 Sahara Road and at the age of 25 is well on his way to a successful business life.

## Sailing Along

DWI While on  
Bike Say Police

The briny deep gave up one of its sea-faring men this week when Palm Springs police picked up Cecil Shively, a seaman from Santa Barbara on a holiday in the desert.

The reason, Shively was intoxicated, riding a bicycle on Palm Canyon Drive to the detriment both to himself and harassed motorists.

## Sunday School Picnic Saturday

A family reunion Sunday school picnic will be held at Banning park Saturday by Community church, it was announced this week. Cars will leave the church at 1 p.m.

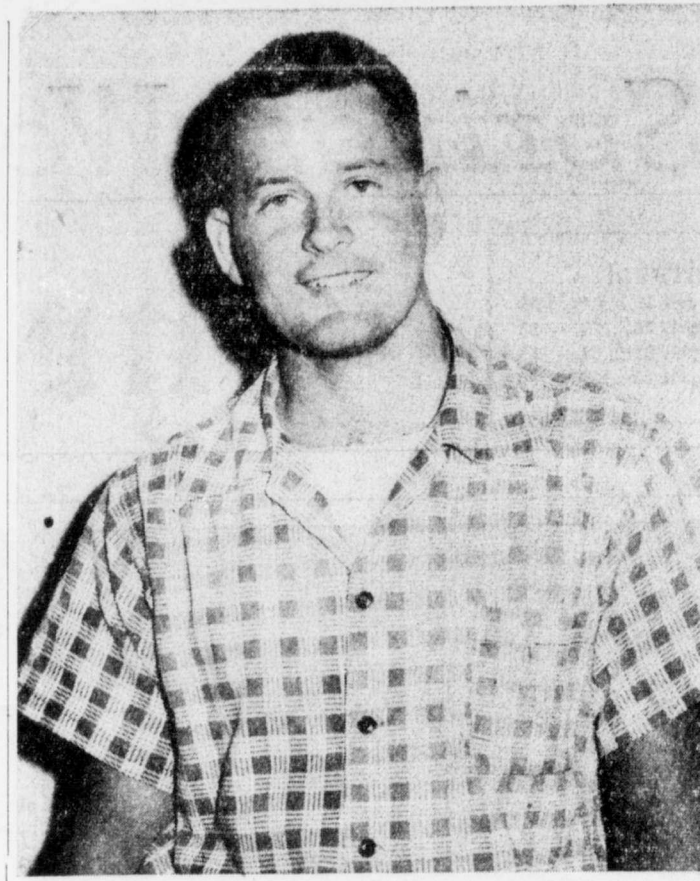
"The entire family of every Sunday school pupil is invited to attend," said Dr. James H. Blackstone Jr., pastor of the church. "There will be games and lots of fun and real fellowship."

Each person or family attending is asked to bring their own picnic lunch.

### Lew Thomas New Del Tahquitz Head

Lewis Thomas, former assistant manager of the Ambassador hotel in Los Angeles, has been appointed manager of the Del Tahquitz hotel.

Recently assuming his post here, Mr. Thomas plans to keep the hotel functioning through the summer and on a year around basis.



**AT HAND LAUNDRY**—Joseph Borroughs, newly appointed assistant superintendent at Desert Hand Laundry. (Sun Photo.)

### Juror Hands Praise to Supervisors

Supervisors blushed this week when they were told they were an excellent board and had done a great job.

The words of praise came from Col. W. A. Johnson, who was a member of the grand jury which for more than a year has been looking into the activities of county officials.

### Seek Information on Summer Stayers

Summer survey plan is being conducted by the Chamber of Commerce of hotels and apartments planning to stay open as well as business houses. This information is being compiled to be of assistance in helping lengthen the season.

**FOR SALE**  
**FULL DESERT AND MT. VIEW**  
**Beautiful Furnished Home**  
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Large Living Room — Heated Swimming Pool  
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**OPEN YOUR  
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DODGE  
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DOWN"  
WAY**  
**IMPERIAL MOTORS**  
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**THEY WORK FAST**—At the top, Ed Zirinsky accepts an electric alarm clock from Jan Guthrie as his prize for being first with two or more new members in the Chamber of Commerce membership drive and below Guy Anderson, first to bring in a new member, congratulates David Roth for joining within 30 minutes after the campaign began. (C. of C. Photo.)

## Action is Brisk as Chamber Membership Drive is Begun

Chamber of Commerce Directors' New Member drive was off with a bang Tuesday morning (See Story on Page One). In less than 30 minutes after the directors started out to interview prospective new members, Guy Anderson was back with the first one—David Roth. Two hours later, Director Ed Zirinsky came back with three new members—Jacque and Victor's Desert Inn Beauty Shop, Kenny Paul's Mobilgas and Rudy Salazar.

## Laundry Men Southland Ass'n. Meets in Village

Palm Springs welcomed over 350 members of the California Laundry Owners association yesterday and today for their annual convention at the Desert Inn. Their conference program includes both business and pleasure, with round table discussions, addresses on management, as well as several cocktail parties and outdoor barbecues. The convention closes on Saturday.

**FIRST CHURCH OF CHRIST, SCIENTIST, PALM SPRINGS**  
A Branch of The Mother Church, The First Church of Christ, Scientist, in Boston, Mass.  
Sunday Service...11 a. m.  
Wednesday Meeting 8 p. m. (Woman's Clubhouse)  
Sunday School...9:30 a. m. (271 Ocotilla Ave.)  
The Reading Room is located at 174 No. Palm Canyon Dr.

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Just look at these low prices. Compare them with what you have been paying. Prove to yourself that by shopping at Safeway you can make whopping big savings on foods. Visit your Safeway today, you'll find many more bargains on foods that will give your budget a lift. COME, BUY, SAVE!!!

## LARGE FRESH EGGS

**Oak Glen** Grade A quality. per dozen **49¢**  
**Breakfast Gems** Grade A quality. per dozen **51¢**  
**Cream O' the Crop** Grade AA quality. per dozen **53¢**  
None finer obtainable.

## Treesweet Juices

Orange, Grapefruit, or Blended Orange & Grapefruit. Natural pack.  
18-oz. can **11¢** 46-oz. can **25¢**

## Sandwich Spread

Top quality. (1/2-pt., 21¢; quart, 60¢)

## Uncle Ben's Rice

Converted, Improved. (28-oz., 36¢)

## Muffin Mix

Dromedary. Corn. 2 8-oz. pkgs. **25¢**

## Pancake Mix

& WAFFLE MIX. 20-oz. pkg. **16¢**

## Corn Meal

Mammy Lou. White, Yellow. 40-oz. pkg. **25¢**

## Marshmallows

Puffed. 1-lb. bag **25¢**  
Packed in reusable plastic bag.

## COFFEE

For a satisfying beverage, brew one of Safeway's fine quality coffees. Each is a real saving to your budget.

## Airway

Mild & Mellow. (3-lb. bag, 2.15)

## Nob Hill

Top quality. (2-lb. bag, 1.47)

## Edwards

Vacuum pack. (2-lb. can, 1.57)

**CRISCO** 1-lb. can **27¢** 3-lb. can **75¢**  
Nationally known vegetable shortening.

**CHEESE** WISCONSIN MILD CHEDDAR lb. **49¢**  
Delicious in sandwiches, fine to cook.

**TUNA** SOLID 7-oz. can **31¢** CHUNK 6 1/2-oz. can **27¢**  
Star Kist brand. For sandwiches, salads.

**TIDE** Giant pkg. 52-oz. **69¢** Large pkg. 19-oz. **25¢**  
Oceans of suds for all washing.

## SAFEWAY MEAT VALUES

For meats that are truly good eating, shop Safeway. Here you'll find U.S. graded CHOICE beef and lamb, top grades of pork, all at prices that are low.

**SKINNED HAM** Full butt half **59¢** Whole or full shank half **53¢**  
National brands. 12 to 16 lbs. in size.

**RIB ROAST** STANDING CUT U.S. CHOICE beef. lb. **83¢**  
The aristocrat of oven roast. Tender, juicy, full flavored.

**ROUND STEAK** lb. **98¢**  
BONELESS CUTS. To pan fry or Swiss. From U. S. CHOICE beef.

**Beef Loin Steaks** lb. **99¢**

T-Bone, Club or Porterhouse

**Pork Spareribs**

Medium size, 3 to 5 lbs.

Select Eastern Pork. lb. **39¢**

**Fricassee Fowl**

Manor House, Grade A.

Eviscerated, cut-up. lb. **63¢**

**Grade A Bacon**

SLICED. Morrell Pride. lb. **45¢**

**Grade B Bacon**

SLICED. Popular brands. lb. **35¢**

In heat sealed pack.

## GARDEN FRESH PRODUCE

At Safeway you can be sure of the season's selected fruits and vegetables, rushed to the store near you from the growing areas of the West.

**ORANGES** New Crop Valencias. Medium sizes. lb. **5¢**

**AVOCADOS** Fuerte variety. Large size. Each **12¢**

**ITALIAN SQUASH** Fresh, Tender lb. **9¢**

**FRESH CARROTS** Crisp, tender. Tops are off. lb. **4¢**

**FANCY GRAPEFRUIT**

DESERT VARIETY 8-lb. bag **35¢** COACHELLA (In bulk) lb. **5¢**

**SAFEWAY**

**SAFEWAY CUSTOMER WINS \$20,000.00 cash first prize in nation-wide MILLION DOLLAR CONTEST!**



Mrs. Floyd B. Daniel, Desert Hot Springs, a regular customer at the Palm Springs Safeway, receives \$20,000 check from M. J. Hott, General Mills executive, while J. F. Butler, Safeway store manager, and Paul Martin, Wesson Oil executive (right), look on.

## Gold Medal Flour

Kitchen Tested. Enriched. For baking.  
5-lb. bag **47¢**  
10-lb. bag **89¢**

## Wesson Oil

For frying. Good for Stir-n-Roll cookies, too.  
pint bottle **27¢**  
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Safeway congratulates Mrs. Floyd Daniel of Desert Hot Springs, California, who says,

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## SOCIALLY SPEAKING

By Aileen Hagerty  
Sun Society Scribe

Springtime in Palm Springs is obviously the time for home parties, big and small, judging by the number that fill the calendar of events for the next few weeks. . . . Fuchsia and silver invitations have been sent out by Helen and Kenneth Kirk, for a cocktail party they will give Saturday in their attractive home on Camino del Norte. . . . Later that evening the Kirks will entertain at the Tennis Club's Starlight ball, to be staged on the tennis courts of the club. . . . The Kirks, who are spending a few days in their Beverly Hills home, are making plans for a trip to Mexico and other Central American countries this summer.



Mrs. Kenneth Kirk  
Terry Photo

Party, to which they are inviting friends for next Thursday. . . . Locale is the home of George and Mickey, 1532 Wawona Road, where the festivities will begin at 6:30 p.m.

### Full Program for George Travers

Hospitality of various kinds will make up a pretty full program for the George Travers after they arrive here Tuesday to visit the Thomas Flemings, winter residents from Chicago, home city of the Travers. . . . Honoring their house guests the Flemings will give a cocktail-buffet party May 4 in the patio of their attractive new home, 555 Via Lohi. . . . Mr. and Mrs. Austin McManus will entertain May 6 for the visitors, who have a ranch near Glenwood Springs, Colo., where Mr. and Mrs. McManus vacationed a few years ago.

Also entertaining for the Travers will be the William Maloufs, whose cocktail-buffet party is scheduled for May 7 in their Via Las Palmas home. . . . The visitors also will be included in a number of other parties to be given early in May, by winter colonists as well as village residents. . . . Tom and Theodora Fleming are spending a few days in Beverly Hills but will return to the village in time to attend some of scheduled parties of the week end.

### Andersons to Host Brunch

Winter colonists from Seattle, Mr. and Mrs. Morris O. Anderson will be hosts at a brunch Sunday in the garden of their home on Linda Vista Drive. . . . The party is being given for their son-in-law and daughter, Mr. and Mrs. Hugh Becket, here on a visit from Seattle, after a short stay in Brentwood, where Mrs. Becket was an attendant at the Sunday wedding of Mary Lou Clark and Gregory J. Melanson. . . . The Andersons also attended the wedding, one of the fashionable events of the spring season in Brentwood.

Colorful costumes and other regalia of old Mexico added to the glamour of the annual Mexican fiesta given by Dr. John and Gwen Costello, at their home on El Camino Way. . . . The spacious new patio of the Costello home, on an elevated site overlooking the village, was a perfect setting for the fiesta, with villagers and visitors making up a large and festive party. Mexican music was played by Mexicanos, dressed in the colorful regalia of Mariachis, and many of the guests enjoyed dancing under the stars, at this memorable party.

An event of interest to Southern Californians is the Newport Beach-Ensenada annual sailing race, starting from Newport Harbor next Thursday. . . . Dick Edwards, who divides his time between Balboa and Palm Springs, will be on the crew of Bob Miller's Westward. . . . Mrs. Charles (Edith) Fulton will go to Balboa next week and will be the house guest of Dick's sister, Mrs. Archibald Macleish, while sharing in some of the pre-race festivities, including a dinner dance at the Harbor Club, the night before the race. . . . The day of the race Mrs. Macleish, Edith Fulton and Mrs. Miller will motor to Ensenada with a group of friends to join the sailing contestants. . . . The Glen Staters, Lido Isle, who visit Palm Springs friends occasionally, will take part in the events as he has entered his classy new sailer in the race.

"Just a get-together of some of our village friends," is the way that Mrs. Sam Taylor describes the cocktail party that she and Sam will give today. . . . They will entertain in their home, 1416 S. Calle Rolph, beginning at 6 p.m.

Farewells were said at a small cocktail party given by Mr. and Mrs. Gordon Prentice, Monday, in their home on Baristo road. . . . Guests included friends about to leave for the summer. . . . Gordon and Vera Prentice, winter residents from Seattle, are enjoying the spring here so much that they have made no definite plans for ending their stay in the village.

### San Franciscans Honored at Dinner

Included in a series of dinner parties that Mr. and Mrs. James E. French are giving in their home is one at which they were hosts Monday for the George Killions, and son and daughter-in-law, the James Killions. . . . The honor guests came from San Francisco, home city of Mr. and Mrs. French, to visit the Nate Milnors. . . . Early in May Mr. and Mrs. French will have as their house guests the Glen Staters, Lido Isle, and the Humbert Scatinas of Anaheim.

Canasta games will follow a luncheon that Mrs. Thomas M. Holland will give Friday for a small group of friends, in her home at 277 El Portal. . . . This is one in a series of parties at which Mrs. Holland is hostess.

As a farewell to the Herb Rogers Players, a supper party was given by Barrett O'Shea at his home, Sunday, following the final performance of the season at the Playhouse. Every one of these talented players won new laurels during this successful season and patrons are looking forward to their return next winter.

Producer Herb Rogers left some weeks ago to prepare for his summer season, and David Bruce, one of the popular players left before the final show. . . . Saying farewell at the party were Bernard Hughes and Helen Stenborg (Mrs. Hughes), Director Michael Ferrall and Mrs. Ferrall (Kate Gratiot), Christy Palmer, Peggy Walker, John Bryant, George Womack and Ed Matousek. . . . Bernard and Helen Hughes will remain here for a short vacation before they begin their summer shows.



**RECEPTION**—Winter colonists from Chicago, as well as Hollywood stars and other notables were among the large number of guests at the reception and cocktail party given by the George F. Barretts (left) for their house guests, Illinois State Treasurer William G. Stratton and the attractive Mrs. Stratton, in the Twenty-Five Club. The visitors were being congratulated because Mr. Stratton received the Republican nomination for governor in the Illinois primary election. Mr. Barrett, a former attorney general of Illinois, and Mrs. Barrett accompanied their guests to Beverly Hills, the past week end. The Barretts will remain in their Calle Rolph home until June. (Sun Photo.)

## Palm Desert Sunbeams

By EDITH EDDY WARD

Cliff Henderson is back from his vacation trip to Europe, and is bubbling over with enthusiasm and plans for the "Summer Season" at Shadow Mountain. He left here on March 28 and flew to New York where he met Elton MacDonald and Clinton Curson, prominent Dayton, Ohio attorney, who accompanied Cliff on his European tour. They flew to Ireland on the Sabena (Belgium Airlines) and from there to Brussels where they spent two days. Then on to Cannes on the Riviera where they stayed at the Carlton Hotel for a week and toured the surrounding country. They spent a week in Paris where Mr. MacDonald had a luncheon engagement with General Eisenhower. Cliff saw Senator Lodge in Paris, whom he was with in Cairo during the last war. They took in the Folies and were at Notre Dame on Easter Sunday. They climbed the Eiffel Tower and did everything the typical American tourist does in Europe.

Cliff took seven rolls of colored movie film which are now being developed in New York and should arrive in Palm Desert in about two weeks, at which time they will be shown at the Shadow Mountain Club so members and their guests can enjoy a brief trip to Europe via the movies! Dakar, Cliff's famous great dane, is the proudest dog in Palm Desert—his master brought him a fancy red leather dog collar adorned with rosettes made of brass nailheads which he bought especially for Dakar in Paris!

The trio left Paris at 7:00 p.m., flew to Ireland and were in New York at 5:30 a.m. the next morning. There they attended the Ringling Bros. Circus at Madison Square Garden. In Chicago, Cliff spent an evening with Ole Olsen where the Olsen & Johnson show is playing at the Chez Paree theater. All Ole could talk about was getting back to Palm Desert to the "House that Laughs Built" where Mrs. Olsen and his daughter, Joy, are living. Cliff Henderson concluded his story of the trip to Europe with this remark: "When you look around at the rest of the world, I'll still take Palm Desert as the place to really LIVE!"

Here is good news for Coachella Valley residents who are staying all summer. Starting May 1, special summer memberships will be available at Shadow Mountain Club to qualifying applicants! The pool will be open all summer and the snack bar is being screened with "gnat proof" screen. The snack kitchen will be remodeled and new equipment installed in order to serve steaks, as well as barbecued chicken and spareribs which were the specialty last summer. There will be outdoor movies twice a week and the Saturday evening cocktail party on the terrace from 7:00 to 8:00 p.m. every Saturday. Looks like the coming summer season will be a "fun season."

**SHADOW MOUNTAIN EC-HOES:** Dudley Steele who executes those fancy dives at SMC was around initiating some of the private pools in Palm Desert last week. He was seen at the Bob Crookers and the Tom Browns staging swimming exhibitions in their new pools. The Dr. Olin Garrisons are spending

their vacation in their own place known as the Shepard Apts.; this is the first time the Garrisons have had a chance to occupy one of their apartments, as they were all rented for the winter season.

## Mrs. Chapman Hosts Annual House Party

Hidden Springs Ranch club is the locale of an annual house party this week, when Mrs. G. Arthur Chapman, ranch colonist, entertains her bridge club. Members due to arrive this afternoon are Mrs. Wayne Feike, Jay Russell Broderick, Russell McLennon, Theodore Johnson and Fitzmaurice Moores, all of Los Angeles. The group will be joined at dinner by Mrs. Frederick Breylinger, Escondido, and Mrs. Joseph Medley, Claremont. The club was organized in 1929 and the same twelve members have been active in the group through the intervening years.

Poolside life at the ranch was enlivened the past weekend when four teen age boys gave a cabana party and entertained club members and guests with an exhibition of diving and swimming. The boys are Glen Stapleton and Bol Behrens, San Bernardino; Harold Ross and Anthony Lee of Redlands.

The Louis Petries, Monrovia, with their eight youngsters, returned to the ranch recently for a vacation. Talented five-year-old Ruthie Miller, Chamlee, sang charmingly in the club lounge, following the Saturday evening buffet. Included in her enthusiastic audience were her grandparents, Marie Chamlee and Ruth Chamlee, both former Metropolitan Opera stars. Mrs. Chamlee, for whom the young singer was named, played the piano accompaniment for Ruthie.

Charles Doyle held open house Saturday afternoon as a farewell for the Byron Swearingens, who will leave this week for their summer home in Laguna. Other special guests of the occasion are Mr. and Mrs. Ward McLellan, Atherton, who are spending a fortnight at the ranch, and the John Welds, Laguna.

## Many Parties of Notables at Racquet Club

Hospitality for the Nate Milnor's house guests, Mr. and Mrs. George Killion and the James Killions, includes a cocktail party and dinner given by the James Kempers, last Sunday. The group gathered at the Racquet Club for dinner. Guests included the Milnors and Mr. and Mrs. Clarence D. Mitchell of Chicago, who recently became owners of a desert home.

That same evening the William Maloufs entertained for their house guests, the Earl Callans, Los Angeles, and the Glenn Staters, Lido Isle.

Guests of Mr. and Mrs. David Rose at the club that night included Kay Harrison, head of British Technicolor, Ltd., and T. W. Overly, both of London. Mr. and Mrs. Edward Herscher, who have been spending a few weeks at the club, gave a small dinner party at the club Saturday. Guests included Los Angeles Columnist Paul Coates and Mrs. Coates.

## Mrs. Menasse Hosts Board and Committee Heads

The Tennis Club was the scene of a beautiful luncheon on Friday, April 18, when Mrs. S. P. Manasse, newly elected president of Palm Springs Woman's club, entertained the executive board members and committee chairmen.

Beautifully decorated tables were placed in the Lanai Room and after the luncheon a round table discussion was held to formulate plans for the Club's 1952 and 1953 season.

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## P-T Fellowship Hears Reports from President

At a meeting of Katherine Finchy school Parent-Teacher Fellowship, Mrs. Madylin Ruskin, president, reported that the new water cooler had been installed and books for the elementary library purchased from funds raised at the Mexican Dinner staged recently.

It was also reported that the Thursday Night club had taken over sponsorship of the Cub Scouts and that Den Mothers were needed. Girl Scouts also need adult leaders, it was reported.

Following the business meeting a program of dances was presented by Trixie Jarrett's studio pupils.

## Noted Artist Entertained in Palm Springs

Villagers were given an opportunity to meet a noted artist, Christian Von Schneidau, when Edgar McCoubrey gave a cocktail party for him Sunday, at his home on Via Salida. Artist Von Schneidau, who won an award for having painted the best picture of King Gustav of Sweden, has been dividing his time this winter between Palm Springs and Los Angeles.

Out-of-town guests at the party included the Charles W. Dutons, the Marcus Meairs and the George Reads, all of Riverside.

## Saturday Nite Special!

## BUFFET DINNER

IN THE BEAUTIFUL

## BOLERO ROOM

**3.50**

Per Person

Excellent Assortment of Fine Foods

Including

Roast Prime Ribs—Baked Ham—Roast Capon

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Cool, Comfortable HOBBY JEAN SLAX \$5 & \$6		\$298 & \$349
Brushed Nylon INTERWOVEN HOSE	\$1.10	79c
V-Style MORROW SPORT SHIRTS	\$12.50	\$789
Hartog WOOL JERSEY SHIRTS	\$10	\$598
Plain Color JERSEYS	\$7.50	\$398
California Casualeire Pure Silk SPORT SHIRTS	\$10	\$598
Alfred of New York JACKETS	\$20	\$1189
Suede Trimmed LEISURE JACKETS	\$16.50	\$998
Hartog TURTLE NECK SHIRTS	\$10	\$598
Desert Design Imported FRENCH NECKWEAR	\$5	\$298

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AT DESERT INN—Mr. and Mrs. Edwin Pauley and Dr. Ernest Lawrence, right, were among prominent Californians spending Easter holidays at the Desert Inn. Dr. Lawrence is known throughout the world as the physicist who developed the atom smasher and is currently in charge of experimental work in atomic radiation at the University of California at Berkeley.

## New Regime Takes Over at Palm Springs Woman's Club

By RUTH MARTIN

In welcoming Mrs. S. P. Manasse (Margaret) to her first meeting as president, Palm Springs Woman's club had an opportunity April 21 to witness a fine blend of graciousness, expressed idealism and efficiency which will be a great asset in guiding the affairs of this large organization. With the assistance of the carefully selected executive board and committee chairman much constructive work will be assured.

After a short business meeting, Charles Woodman of the city planning commission gave an intensely interesting and informative talk on city planning and the contemplated development of Section Fourteen.

Mrs. Randall Henderson of Palm Desert, newly appointed program chairman, with originality and poise introduced the guest speaker of the day, Anne Juran, whose lecture topic "Look Beautiful—Live Beautifully" was thoroughly enjoyed. Anne Juran herself was the personification

of all the beauty, intelligence and charm she so successfully develops and teaches for the benefit of others.

The outstanding exhibit of paintings done by Mrs. Armand Turonnet, prominent resident and life member of the Palm Springs Woman's Club attracted a vast amount of attention. Especially noteworthy were the subjects entitled "Esperando" (Waiting), "Cherimuya Youth" and two studies of old houses in Pacific Grove.

Spring flowers, consisting of jonquils, sweet peas and petunias, were artistically arranged for the tea table and throughout the club house by Mrs. Armand Turonnet and Mrs. T. F. Murphy.

A refreshing tea was served from the beautifully appointed tea table during the social hour with Mmes. Wilson O. Gibbs, acting as Chairman, assisted by Mrs. George S. McClure, Mrs. Russell Denney, Mrs. Frank Cowing and Mrs. Gordon Clark as co-hostesses.

## Railway Heads to Convene at Palm Desert

Headed by Mr. F. G. Gurley, president of the Santa Fe railway—the Atchison, Topeka and Santa Fe—a contingent of top executives, including no less than fourteen directors, five vice presidents, general managers, and other important officials numbering more than sixty, will spend the weekend in Palm Desert and at the Shadow Mountain Club, April 26 and 27. It was announced by Clifford W. Henderson, founder of the club, in most instances, they will be accompanied by their wives or other members of their families.

Some of the directors include: Norman Chandler, A. H. Melling, M. J. Trees, C. J. Whipple, J. L. McCaffrey, T. S. Lamont; some of the vice presidents are C. R. Tucker, G. E. Duffy, G. H. Minchin, R. G. Rydin, Leo Burnett, head of the national advertising agency bearing his name will be in the party, as will Byron Harvey, Jr., head of the Harvey Company, famous purveyors of food.

Their time will be spent in relaxation and enjoyment of the facilities of the Shadow Mountain Club during their brief holiday on the desert.

## Fashion Show Luncheon for Rotary Wives

The Racquet club will be the setting Saturday noon for a fashion show luncheon, to be given on the deck of the swimming pool. The showing is for visiting Rotarians and their wives, who will be in Palm Springs to attend a convention. Mrs. Edna McMaisters of Fullerton, who is arranging the showing, will be mistress of ceremonies.

Special May parties at the Racquet club have for a long while been popular events at the club. Club owner Charles Farrell announced this week that one of these parties will take place on the night of May 10. It will feature music by the famed Keystone Cops and promises to be a fun evening.

## Family Dinner on Golden Wedding Day

Golden wedding anniversary of Mr. and Mrs. Samuel Kundstadter the past Saturday was the occasion of a family reunion at a dinner given at the Racquet Club to celebrate the event. The Kundstadters, winter visitors from Chicago for the past 16 years, have been staying at El Encanto.

Members of the family who came here for the celebration include their son and daughter-in-law, Dr. and Mrs. Ralph Kundstadter; their sons-in-law and daughters, Mr. and Mrs. Robert Murray Mahler, with their son, Lt. Murray Mahler, USA, from New York. Also attending the dinner were Mr. and Mrs. Ernest Alschuler, winter residents from Chicago and long time friends of the Kundstadters.

## Miss Potter to be Honored

Concluding pre-nuptial entertainment for Miss Mildred Elaine Potter, bride-elect of George C. Bell, Jr., a dinner will be given Saturday by her sister, Mrs. Edward Willis, and Mrs. John Wilson. Mrs. Willis will be matron of honor for her sister and James Searles will be best man. The wedding will take place at 2 p.m. Sunday in the Episcopal church, St. Paul's in the Desert, and the ceremony will be followed by a reception in the home of the bride's mother, Mrs. Mildred Southwick Potter, 1185 Avenida Caballeros.

## Columbians at Desert Inn

Arriving at the Desert Inn this week from Columbia, South America were Senor and Senora Alberto Vasques. Visitors from Indianapolis are Mr. and Mrs. Edward C. Walsh and Mr. and Mrs. Karl F. Johnson.

Around and about from Los Angeles was the smart society scribe of the L. A. Times, Christy Fox; also from Los Angeles Mr. and Mrs. Fred Reed and Mr. and Mrs. W. E. Compare and family.

## Coming and Going

By AILEEN HAGERTY

Village residents who commute between Palm Springs and Los Angeles, the William Bannermans, have returned from an event-filled stay in the city. While spending the past week end there they met Queen Juliana and Prince Bernhard, and on another occasion they had the queen and the prince as table neighbors in the Ambassador's Coconut Grove. This week end the Bannermans will return to L. A. to attend the Beach Combers' dinner dance, an annual event at Bel Air Bay Club, and while there they will complete plans for a trip to Honolulu, for where they will sail from L. A. May 23, to be gone a few weeks.

Stanford Student Janet Jaynes has returned from Palo Alto to spend the weekend with her parents, Mr. and Mrs. Oliver Jaynes. Janet's arrival concluded the family reunion as her brother-in-law and sister, the John Coultons, with their children, Dale, Jackie and Joyce, are here on a visit from Fort Lauderdale, Fla.

Because Mrs. Wade (Juana) Warner is enjoying springtime in the desert, she has postponed the date of her departure to next Sunday, when she will return to New York, after an extended visit with her sister, Mrs. Vivian Summerfield. A trip to Europe is on the summer program of Mrs. Warner, and she plans to return to California late in July to visit Mrs. Summerfield at her home in Lake Tahoe. Mrs. Summerfield will leave in May and will spend a fortnight in Reno, enroute to Lake Tahoe.

After a sojourn in their winter home on Chia Road, Mr. and Mrs. Milton Callner have returned to their home city, Chicago. His sister, Miss Esther (Sis) Callner and their mother, Mrs. Henry Callner, will return to Chicago April 29.

A spring visitor from New York, Charles Fredericks, will return this week end from Long Beach, where he has been spending a few days with his son-in-law and daughter, Dr. and Mrs. Sidney Penn, recent visitors to Palm Springs. Mr. Fredericks, a lawyer, will be a week end guest at the home of Mrs. Sidney Seigman, before he returns to New York. Mrs. Seigman has a winter home at 535 Via Lola and also a home in Beverly Hills, where she will spend a few weeks before she leaves in June for New York, her former home city. She and Mr. and Mrs. Fredericks are making plans for a trip to Europe this summer.

Misses Vivian and Florence Drew of Minneapolis, Minn., are spending a few weeks at the Bonita Apartments and taking part in various activities at the Tennis Club. The past week end they were included in a dinner party there with Mrs. Catherine Hostler.

While in the village on a week end visit the Hal Mosiers, La Jolla, and Mr. and Mrs. William (Billy) Wilkinson will be guests of the Glenn Austins at their attractive home on Canyon Place. The Austins are among winter residents who will remain here through the early summer.

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REDLANDS

## Dinner to Honor Laundry Owners

"Unofficial hosts" to a group of more than three hundred members of the California Laundry Owners Association, will be Messrs. George Ripley and Arthur Bailey, Palm Springs, on Friday night, April 25, at the Shadow Mountain Club. A luau buffet and dinner dance, fireworks, Hawaiian entertainment and a full evening of festivity has been planned for the occasion by Mr. Robert M. Place, secretary of the Association.

## May Day Festival

Cahuilla School will present its annual May Day Festival on the lawn in front of the school on the evening of May 1. The public is invited.



## Children love the SKYway!

If you've been putting off that trip because it's such an ordeal to travel with children—then fly Western Air Lines. Western's friendly stewardesses know just how to make your flight a real treat. And... before the youngsters become tired and restless...you're there!

Call Western at 2709 or Olman Travel Service, 2756.

LOS ANGELES  
only 55 minutes!  
LAS VEGAS  
only 70 minutes!



IN PALM SPRINGS—Joan and Barbara, daughters of Jack Dempsey, were among the Easter holiday guests, spending the vacation here with their father. (Terry Boris Photo.)

## Toastmistresses in Busy Session

Vivian Seiler created special interest in assigning talks at last week's meeting of Palm Springs Toastmistress club at the Parish House of St. Paul's in the Desert. Her topics were "From Our Living Room Couch" and "From Our Car Windows."

The first brought forth many laughable incidents and the second, talks on inspiring scenes from different parts of the world.

Mrs. Pat Murphy, Mrs. Helen Emery and Mrs. Edith Ritter gave eight-minute prepared speeches. Mrs. Edith Ritter being awarded the evel for the best speech of the evening—her subject being "Easter Flowers."

Mrs. Helen Emery brought home a silver cup from special council meeting in Pomona as second award, of which Palm Springs Toastmistresses are proud.

The next meeting will be April 30, at 8:00 p.m.

## Sharon Hume Queen of May

Children of Cahuilla school have chosen their May Day Dance Festival Queen and her two attendants. Mrs. Alma Gilbert, principal, announced today.

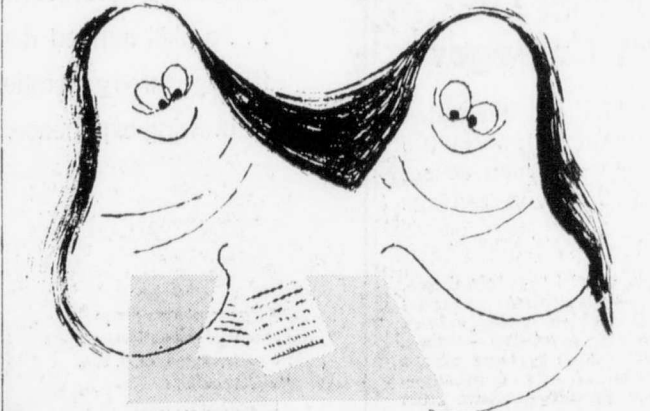
Sharon Hume will be crowned in a beautiful coronation ceremony to take place on the front lawn of Cahuilla School the night of Thursday, May 1, at 7:30 p.m. Her attendants are Carolyn Reich and Gloria Neil.

The May Day Dance Festival is an annual part of the Cahuilla School program and is carried on in the traditional loveliness of Spring beauty with all of the children of the school participating in the winding of the May pole, dances and music.

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Specializing in hair tints, permanents and flattering hair styles.  
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(Cor. of Palm Canyon)

## Texas Co. Office Group Visits Here

Guests in the Village last weekend were Evelyn Davis, Tillie Thornton, Shirley Hansen and Marcelle McCloud, all from the Texas Company, Los Angeles office. They were guests at the Pueblo and while here called on Mrs. Frank Dwyer, an old friend of one of the party.



## Looking for an INVISIBLE PENCIL?

Make a wonderful gift for a ghost writer. Frankly, we don't have such an item. However, if one is ever invented, you'll find it first at Andrea's bazaar of what's new and gay in gifts. See our unique white ceramic monkeys and you'll know exactly what we mean.

**Andrea**  
OF PALM SPRINGS  
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Palm Springs

## Corp. Beebe Here on 20-Day Leave

Corp. George Beebe, Jr., USA, has returned from Fort Bliss, El Paso, Texas to spend his 20-day leave with his parents, the George Beebes, 1450 Mesquite avenue. This week Mrs. Beebe and George, Jr., went to Los Angeles for a short visit with his brother-in-law and sister, Mr. and Mrs. Edward Ellis, and their young son, Matthew Reese Ellis.

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## New Board Elected for Palm Desert

Cliff Henderson  
Recounts Great  
Growth of Area

Principal business transacted at a meeting of the Palm Desert Community association, Monday night, was the nomination and election of a new board of directors. Increased from five to nine members, the four additional directors representing new resident home-owners, the board is now comprised of: Clifford W. Henderson, Leonard Firestone, Tom Brown, William C. Stewart, Phil Henderson, Jr., Leland Quick, Earle Rodney Hupp, R. T. Pierson and Dudley Steele.

Presiding at the meeting was Henderson who reviewed the organization and development of the Palm Desert project. He pointed out taxes as a barometer of growth that emphasized the phenomenal change that has taken place by saying: "... the county of Riverside six years ago, collected not more than \$300 annually in taxes. Today, the same area returns to the county in excess of \$100,000 yearly in collections from taxes."

Various matters of community interest were discussed, including sign regulation, future civic development, and other details of importance to the representative crowd gathered at the Palm Desert Community Church for the meeting.

## Freeway

One of Last Few  
Obstacles to Go

One of the last remaining obstacles in the path of the Ramona Freeway which will cut time and distance between Palm Springs and Los Angeles, will be eliminated soon it was indicated this week.

State Division of Highways asked for bids for seven bridges along the route through Pomona and Ontario. The 15-mile stretch runs from the base of Kellogg Hills and connects with the present Freeway at Archibald avenue, east of Ontario.

**HALF PRICE**  
Colonial Ointment  
Dry Skin  
Cleansing Cream  
1/2 PRICE  
LIMITED TIME

Pamper your dry skin with this soft, lush cream. Removes make-up, cleanses gently but immaculately. Use it every day—watch sensitive skin look lovelier. Stock up now; save half the cost!

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You'll score better in the game of life when you save regularly. Emergencies won't put you "out," and you can get "on base" when opportunity comes. Yes, in any season, saving here is worthwhile. Our accounts are insured to \$10,000 and earn a liberal return.

## Coachella Valley Savings

AND LOAN ASSOCIATION

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**POPULAR SPOT**—Every once in a while a new night spot opens its doors to the public and manages to once to capture the imagination of the evening pleasure seekers with an atmosphere of friendly informality. Such is the story of Bob Howard's manor room in this, his first season, in the Village. The Manor bar has become a mecca for visiting celebrities, who let their hair down and entertain for hours

to the delight of the patrons. Such luminaries as Dezi Arnez, Lucille Ball, Jane Wyman, Carl Ravazza, Martin and Lewis, Bob Hope, Ezio Pinza, Ann Miller Lana Turner and Helen O'Connell have joined in the merry making. Howard plans to keep his Manor bar open all summer. Above Helen O'Connell gives out with her latest hit recording number, "Be Anything But Be Mine," accompanied by Matt Dennis.

## Volunteer Firemen Mark Twenty-Fifth Anniversary

A gala dinner dance at the World Wars Memorial Hall Saturday night celebrated the 25th anniversary of the Palm Springs Volunteer Fire association.

Beginning in 1927 with the purchase of a hand truck, the Volunteer Fire association has been active in the city and for a time was the only fire protection.

Crew of 12 volunteers, all local business men, are at present

headed by Harold Smith, fire captain; Jay Morrison and Tom Kieley, lieutenants.

Each year the association stages a party to raise funds for added equipment, the results of which have thus far bought a resuscitator, an iron lung and a rescue jeep.

Mayor Charles Farrell proclaimed the week Firemen's Week and urged all citizens to aid in observance.

## Cliff Henderson Returns from Trip Through Europe

Cannes, the French Riviera, Paris and Brussels, failed to provide the thrill Cliff Henderson experienced upon his return to New York and visited the Madison Square Garden showing of the Ringling Brothers, Barnum and Bailey circus; guest of his friend, General Fitzpatrick, Garden head.

The thrill under the big top came from a single act, spotlighted to the exclusion of all others. A Spanish performer, working on a slack wire, and swaying precariously, with a flip of the foot tosses sundry dishes into a high pyramid on top of his head without a miss, in an unbelievable performance of balance and skill.

Incongruous as it may seem, the act was more exciting than the Folies Bergere which Henderson attended while in Paris. Taking a busman's holiday from the Shadow Mountain Club, of which he is founder, Henderson dined in many famous restaurants including Lucas Carton, Chez Charlot, Le Chambord, Le Quirinal, Le Cabaret, Le coq

Admiral Here

Rear Admiral J. W. Fowler of Washington, D.C., a recent visitor to Palm Springs staying at the El Coronado Hotel was entertained by Mr. and Mrs. Dave Blumberg, 180 Prescott Rd.

## Aviation Fans of Southland Meet Here May 10, 11

More than 100 members of the Southern California Aviation Breakfast club, an organization formed in Palm Springs seven years ago, will meet in Palm Springs May 10 and 11.

The group is composed of aviation enthusiasts (not necessarily pilots) from all parts of Southern California.

Festivities will include a luau at the Shadow Mountain Club on Saturday night. A breakfast at the Tennis Club on Sunday morning will feature City Manager Russell Rink who will outline the operation of the Palm Springs Airport, recent changes and private flying.

Woodruff de Silva, manager of the Los Angeles International Airport, will head the group.

## Biscailuz Guest at Palm Desert

Dr. R. J. Carreon, Los Angeles and Indio, was the featured speaker at the Friday noon meeting of the Palm Desert Rotary club, taking as his subject the important one of "Pan-Americanism."

Dr. Carreon was accompanied to Palm Desert by his friend, famed Eugene Biscailuz, sheriff of Los Angeles county, who flew out from the latter city, and Gus Kettmann, chief of police, Palm Springs.

## Bob Howard's Birthday is Merry Affair

Some 60 guests helped Bob Howard of Howard Manor celebrate his 36th birthday Monday night.

Prominent guests included Mr. and Mrs. Charles Farrell, Mrs. William Powell, Mr. and Mrs. Paul Brinkman, (Jeanne Crain), Joan Davis, Ruth and Bill Summers, Jack Norcross, Chief of Police Gus Kettmann, Victoria Borell, Paul David, Jack Freeman, Ray Blumenthal, Bettye McIntosh, Monte Herbert, Matt Dennis, George Strebe who entertained with the Guadalajara Trio.

Sidney Lanfield, MGM producer-director whose birthday is the same as Howard's became the second guest of honor, sharing the Howard's table with Mr. and Mrs. Howard.

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**Club House -- Swimming Pool  
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Here in a sheltered cove of the Shadow Mountains protected from the strong winds which blow on the valley floor, you may live on the wide open desert yet within 16 minutes participate in Palm Springs activities.

1 1/2 hours more sunshine—natural gas, electricity, telephone, paved roads—summer care of homes—most wind protected area of all the suburban residential sites—existing colony of substantial home owners—Television reception—within the Palm Springs High School district—peace privacy and a sense of spaciousness without sacrifice of city comforts—an exclusive atmosphere without price penalty—estate sites at the cost of city lots.

**EXAMPLE:** Acre site (150x300) with water, paved road, telephone, electricity, and good neighbors, only \$2950.00. Other estate sites from as low as \$1450.00. Low down payment and 6 years to pay out.

Directions: Take Ramon Road out of Palm Springs, cross Highway 99 and follow to the end—12 miles, 16 minutes.

Visit this unique development by the original owner of the famed Smoke Tree Ranch and see for yourself this truly amazing and completely debt free residential project.

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Charles Drais & C. A. Chapman, Agents



**GOVERNOR**—W. Fred Lavelle, governor of Rotary District 162 who will be here for annual district conference starting today.

## From Page One—MORE ABOUT ROTARY

the speaker will be Tom Davis, past Rotary International president.

**PROGRAM** Saturday starts with a breakfast at 8 a.m. for incoming presidents and secretaries at the Town and Country. Sessions will again be renewed at the Plaza Theatre at 9:30 a.m.

George Harris, past president of the Washington D. C. Rotary club will address a luncheon at the Tennis Club, sponsored by Claremont Rotary.

A ladies luncheon and fashion show will be held at the Racquet Club Saturday noon and business sessions will be concluded at 4:30 p.m. Saturday afternoon.

**THE GOVERNOR'S** demotion dinner will be held Saturday night at the Shadow Mountain Club with Covina Rotary Club sponsoring the event. Brawley, Holtville, Calexico

## Coffman Heads Hotel Group in Phoenix Session

The minds that make the resorts of the Southwest tick, met at the Jokake Inn near Phoenix for the resort clinic of the Arizona Hotel association. Presiding over discussions was Earl Coffman co-owner and manager of the Desert Inn and chairman of the resort committee of the American Hotel Association. Also present for the meeting was J. B. Herndon, president of the American Hotel Association and executive vice president of Hilton Hotels.

Under discussion were new trends in vacation travel; the American product having been somewhat bollixed by subsidized travel to foreign countries where the American dollar has a favorable exchange rate; resort hotel rates, which Coffman hopes to see stabilize as the national economic picture levels off; advertising, entertainment of guests and other factors of resort management.

## Dr. McDaniel Heads Panel of Awards

Dr. J. W. McDaniel, vice-principal of San Bernardino Valley college will head a committee of six judges who will meet today in Riverside to determine winners for Zone 11 in the Bank of America's statewide Achievement Awards program.

Several Palm Springs high school students will be among the contestants judged.

and El Centro Rotary clubs will sponsor a chuck-wagon breakfast in Andreas canyon at 9 a.m. Sunday with western entertainment.

## La Petite Marmite Instant Hit Here

La Petite Marmite may mean the "little soup kettle" in France but to Villagers and visitors who have been patronizing the Desert Farmers Market La Petite Marmite is a place where delicious French and German dishes are prepared and served.

Soon after the opening of the La Petite Marmite it was discovered that Mrs. Marguerite Schloss and her husband Arthur are past masters in the art of cookery. Marguerite, a native of France and Arthur of Germany, are internationally renowned in the preparation of foods popular in

their native countries. And their concession in the Desert Farmers Market indicates, judging from the patrons who crowd it daily, is destined to become famous on the desert.

Mrs. Schloss prepares all of the savory continental meat dishes, famous French sauces and French desserts. Schloss, on the other hand, is proud of the demand for the German dishes he prepares. His sauerbraten and mouth-watering potato pancakes have made a tremendous hit with patrons of the La Petite Marmite.



**AT THE PLAZA**—James Mason (right) and accomplices await the right moment for spy work in this scene from 20th Century-Fox's "5 Fingers" now showing at the Plaza.

## Tacheva Vista Tract is Opened

Announcement of the opening of Tacheva Vista tract in Palm Springs was told by owner-builder Philip Yankwich today.

The development which is located on Marshall Way between Tachevah Drive and Paeso El Mirador, has thirty homesites averaging 100x112 feet, with Rancho-modern 2 and 3 bedroom homes. With paved streets and all utilities in, these homesites make wonderful homes for the most discriminating desert home seekers.

The homes are located in the heart of Palm Springs and only three blocks from the El Mirador Hotel.

## At Glen Ivy

Associated Chambers of Commerce will hold their next meeting at Glen Ivy Hot Springs, Temescal road, Corona, on Tuesday, May 20 at noon.

It's full up with live news. Don't miss a copy. Subscribe to The Desert Sun now. Dial 2249.

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When a hen gets the yen  
(As they do now and then)  
To give out with an egg like an Amazon.  
She cackles with pride:  
"Please lay this aside  
For the same platter Bob Howard's ham is on."



When an old cherry picker,  
Conversant with liquor,  
Picks cherries, he plucks with a passion.  
And the best one he snatches  
Are bottled in batches  
Marked "Manor Room Bar—Old Fashion."

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Jackstrom, Robert G., D.D.S.  
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Chuckwalla Manor  
The Colony  
Coronet Lodge  
Del Marcos Hotel  
Del Pico Lodge  
Del Tahquitz Hotel  
Desert House Apartments  
The Desert Inn  
Desert Retreat  
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El Encanto Apartment Hotel  
El Mirador  
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Jane Porter's Holiday Villa  
Kawee Apartments  
La Ponda Hotel  
La Hacienda  
La Mirada Bungalows  
La Riviera  
La Serena Guest Houses & Hotel Rooms  
Laurita Lodge  
La Varanda  
Lozy Lodge  
Lone Palm Hotel  
Los Arboles Lodge  
Los Dolores Apts.  
Mira Loma Hotel & Apts.  
Mira Monte Hotel  
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Palm Garden Hotel & Apts.  
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Rancho Mirage Hotel Apts.  
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The Sere  
Ste. Wilton Arms  
The Sandcomber  
Sequoia Bungalows  
Smoke Tree Ranch  
Sun and Stars  
Sunway Sands  
Sun Tan Lodge  
Tahchee Lodge  
Tahquitz Vista Apartment Hotel  
Tamarisk Court  
Tawa Lodge  
Town & Desert  
Town House & Bungalows  
Turquoise Villa  
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Oliver, James B., M.D.  
Staley, P. A., M.D.  
Reid, Henry S., M.D.  
Stephens, Hugh, M.D.
- PRINTING**  
Inland Printing and Engraving Co.  
The Printery  
Village Print Shop
- PUBLIC STENOGRAPHER**  
Ida Keeney
- RADIO STATIONS**  
Palm Springs Broadcasting Co.—KCMJ
- REAL ESTATE**  
Edward Allen  
Guy Anderson  
Paul R. Aust  
Elliot M. Bank  
James I. Campbell  
Muriel E. Fulton  
Geo. D. Gannon  
Arthur Greenfield  
Harold J. Hicks  
Al E. Hoover  
Cora B. Hyde  
Mildred E. Jackson  
Walter McManus  
Frank Miller  
Musholland & Co.  
Culver Nichols  
Palm Springs Realty Co.  
Robert Ransom  
Peter B. Shepienko  
John W. Williams  
Billy Wright
- RESIDENT MEMBERS**  
Mrs. Madge Beckwith  
Mrs. Edna Brott  
Mrs. Zeddie Bunher  
Mr. Raymond Cree  
Mr. Ray Dodge  
Dr. Walter Fildfield  
Mr. S. E. Henderson  
Mr. Harold C. Hopkins  
Mr. H. F. Johnson  
Mr. James S. Kemper  
Mr. Walter Melrose  
Mr. Sam Schwabacher  
Mr. E. E. Spaulding  
Mr. John Stauffer
- RESTAURANTS**  
Anadco Cafe & Cocktail Lounge  
Cantones House  
Chi Chi  
Cummings Grill  
The Doll House  
The Dunes  
"Ham & Eggery"  
La Cita Restaurant  
Louise's Pantry  
The Melody Room  
Palm Springs Town & Country, Inc.  
Saddle & Saddle  
Sips-n-Snacks  
Village Pharmacy Coffee Shop  
Waffle Shop
- SCHOOLS**  
Palm Springs Play School
- SHOES & SHOE REPAIRS**  
Carlos Zapateria  
The French Bootie  
Grene's Florsheim Shoes  
Palm Springs Shoe Repair Shop  
Don R. Seiler
- SWIMMING POOL CONTRACTOR**  
Don R. Seiler
- THEATRES**  
El Paseo Theatre  
Palm Springs Playhouse  
Plaza Theatre  
Village Palm Springs Theatre
- TRAILER SUPPLIES**  
Pavny Butane & Trailer Supply Store
- TRANSPORTATION**  
Pacific Freight Lines  
Santa Fe Railway  
So. California Freight Lines  
Southern Pacific Co.  
Western Air Lines
- TRAVEL BUREAU**  
Olman Travel Service
- UTILITIES**  
California Electric Power Co.  
California Water & Tel. Co.  
Palm Springs Water Co.  
Southern California Gas Co.
- VETERINARY HOSPITALS**  
Palm Springs Small Animal Hospital  
Maxwell & Riley's Red Barn
- WHOLESALE**  
Bill Aiken  
Barnum & Flagg  
Browning Coffee Co.  
Christensen Ice Cream Co.  
Del George Seating Service  
Desert Produce Co.  
Desert Provision Co.  
Emerald Produce Co.  
S. E. Rykoff & Co.

### DIRECTORS' TEAMS AND PROSPECTS....

These Members Are Contacting  
The Following (non-member) Prospects

- TEAM NO. 1.**  
Florian Boyd (Capt.) Carmelita Waffle Shop  
Palm Springs Music  
Rosalia's  
Arthur Greenfield El Prado Hotel  
Millard R. Wright  
Ralph Young  
Herman Reich Desert Farmers Market  
Desert Yardage  
John V. Murphy  
Marvin Weiss Redlands Sanitary Laundry  
Rudy's Bar-B-Q  
Solomon's Delicatessen
- TEAM NO. 2.**  
Earl Colman (Capt.) El Casa Don  
Elly Electric  
Wm. A. Mason  
Ed Davidson Hume's Shop  
Martha James  
Watson's Texaco Service  
Earl Hough C. C. Chamberlin  
Palm Springs Pipe and Supply  
Melaughlin Electric  
Claude Valeur U. S. Awning Company  
Jewels by Aichman  
C. J. Mathews
- TEAM NO. 3.**  
Francis Crocker (Capt.) Jones Trucking  
Hilton McCabe  
O'Donnell Golf Club  
Dexter Blau Desert Bootery  
Martha James  
Dr. Julius L. Kaplan  
Joseph Butler Deep Well Guest Ranch  
Palm Springs Pueblo  
Adolpho Salazar  
Bill Nash David Applebaum  
Casa Del Vista  
Sun Ray Lodge
- TEAM NO. 4.**  
F. G. Ingram (Capt.) The Baby Doll  
Bruce Electrical Service  
Fred Hathaway Company  
Dorothy Epling The Fex Restaurant  
Plaza Jewelers  
Ray's Store for Men  
Jack McCoy Hugh Brady  
El Picador  
Rex Hardy  
Ed Thompson Desert Camera Shop  
The Palm House  
Royal Palms Hotel
- TEAM NO. 5.**  
Max Gifford  
Desert Riviera  
Dr. Anthony Moore  
Jane Porter Fashion Mart  
William Bogues  
Mills' Palm Springs Liquor Store  
L. L. Kirby Barbara Brown  
D. B. Carlin  
George A. Richter  
Percy Whiteside Airliner Restaurant  
Palm Springs Bowling and Billiards  
Jerome L. Richardson
- TEAM NO. 6.**  
Robt. McKenzie (Capt.) Shelley's Sportsman's Center  
Tahquitz Pharmacy  
Witherspoon & Company  
Leo Baker Acme Electrical Company  
Alfred Gilt Shop  
Arnold's Linen Shop  
Chas. McCann Hughes Flooring  
Palm Springs Landscape Co.  
Palm Springs Transfer & Storage  
D. C. Stachler Sophie August  
J. M. Connell Co., Inc.  
Dewane Shoe Salon
- TEAM NO. 7.**  
George Olman (Capt.) Amara Freezer Co., Inc.  
Georgia Kettmann  
Keith Herbert De Anna Court  
Desert Ho  
El Mirasol Apartments  
S. P. Manasse Desert Book Shop  
Ude's Cafe  
Nobby Knit Shops  
Don Miller Apache Apartments  
A. Selden Crist  
Deane of Glass
- TEAM NO. 8.**  
Frank Prince (Capt.) Kactus Kottens  
Palm Springs Business College  
Henry A. Simsarian  
Dr. Walter Fildfield Palm Springs Sewing Machine Co.  
Plaza Yarn & Junior Shop  
Sal's Refrigeration, Radio & Appliance  
Harold Hicks Dr. Sidney O. Niles  
Warren Slaughter  
Dr. Edward K. Woods  
Polly Isenagie Darwin & Sloan, Inc.  
Mary Helen's Children Shop  
Terry Ray
- TEAM NO. 9.**  
Stanley Rosin (Capt.) Marquette & Art  
La Paz Guest Ranch  
Ramon Trailer Park  
Stanley Jallof Brezin's Variety Store  
The Cotton Shop  
The Nooks  
Isadore Nelson George Dennis, Fountain  
Desert Sweet Shop  
Dr. George Kaplan  
Ed Zirinsky Kenneth D. Paul Mobilgas Service  
Rose Rosenberg  
Jacques & Victor Desert Inn Salon of  
Beauty
- TEAM NO. 10.**  
O. A. Torgerson (Capt.) Desert Market  
North End Market  
Al Taylor's Camera Shop  
Guy Anderson El Morocco Hotel  
La Paloma Lodge  
David Roth  
Joseph Gamble Graham Dexter  
Harold's Union Station  
Madge Rocks  
Peter Shepienko The Center, Inc.  
Desert Air Hotel  
Las Palmas
- TEAM NO. 11.**  
John Wood (Capt.) M. H. Libott  
Paddock Pool Maintenance Co.  
Shell Service, Reginald E. Cole  
Ben Cowan Dick Mabrey  
Howard R. Offutt  
Wm. J. Taylor  
Ralph Hantzsch Arthur Brown  
Casa Licia  
El Camino Hotel  
George Gannon Wm. J. Heiser  
(Culver F. Parker) Fred L. Jamison  
Culver F. Parker

**Directors' NEW Members' Drive**  
*Palm Springs Chamber of Commerce*



*Investment IN THE*  
**CHAMBER OF COMMERCE**  
*Doesn't cost ... IT PAYS!*



# Racquet Cup Clean Sweep for Fotre Clan

Son and Wife,  
Son and Dad,  
Take Honors

The Racquet Club's 3rd Annual Racquet Cup Tennis Tournament which took place over the past weekend saw the Fotre family of Beverly Hills in a clean sweep win of titles.

Mr. and Mrs. Vincent Fotre Jr. downed Palm Springs' Betty Stump and Gus Kettmann in straight sets 6-1 and 6-3 to win the mixed doubles.

In men's doubles Mr. Fotre teamed with his father Vincent Fotre Sr., and repeated his victory with a 6-1, 8-6 win over Clark Cornell of San Marino and Bob Darrin of Los Angeles.

The second set in which Cornell and Darrin's play settled down was a hard fought battle with the score repeatedly at deuce.

Lovely screen star Vera Ellen and Charles Farrell made the award presentation to Mr. and Mrs. Fotre Jr., while Nancy Sinatra and Mr. Farrell presented the men's doubles awards.

## City Tennis

Play Begun in  
Annual Tourney

Almost 100 Village tennis enthusiasts started play this week in the annual Palm Springs Tennis Championships, sponsored by the city recreation department.

Howard Haddock, director, said that all first round matches must be completed by tonight. Betty Stump, last year's women's singles champion, started the defense of her title auspiciously when she defeated Virginia Pierce in the first round 6-0, 6-0. Other results had not been posted as of last night.

Haddock said that the junior and senior high tournaments would be completed by the middle of next week.

Entry fees should be paid at once, the director said, at Shelley's Sportsmen's Store. These fees are used to purchase the trophies for the winners.

## Call a Halt

Supervisors Ask  
No More Taverns

State board of equalization was requested this week to issue no more on-sale beer licenses in Riverside county.

The request was voiced in a resolution voted by county supervisors unanimously Monday.

The board said there were too many taverns in the county now and that they constituted a police problem.

## May 1 Deadline

Closing date has been set by the Chamber of Commerce for Hotel and Retail divisions members ballots for selection of their advisory committees for the coming year as May 1.

## Before You Buy A DESERT HOME SEE BEAUTIFUL SUN GOLD PARK

Healthy, harmonious living under beautiful date palms, remote and safe from smog, war industry and traffic hazards, yet close to schools and shopping center.

Here, in the country's fastest growing community you will find new homes designed with your comfort and convenience in mind, located in a setting of unusual beauty.

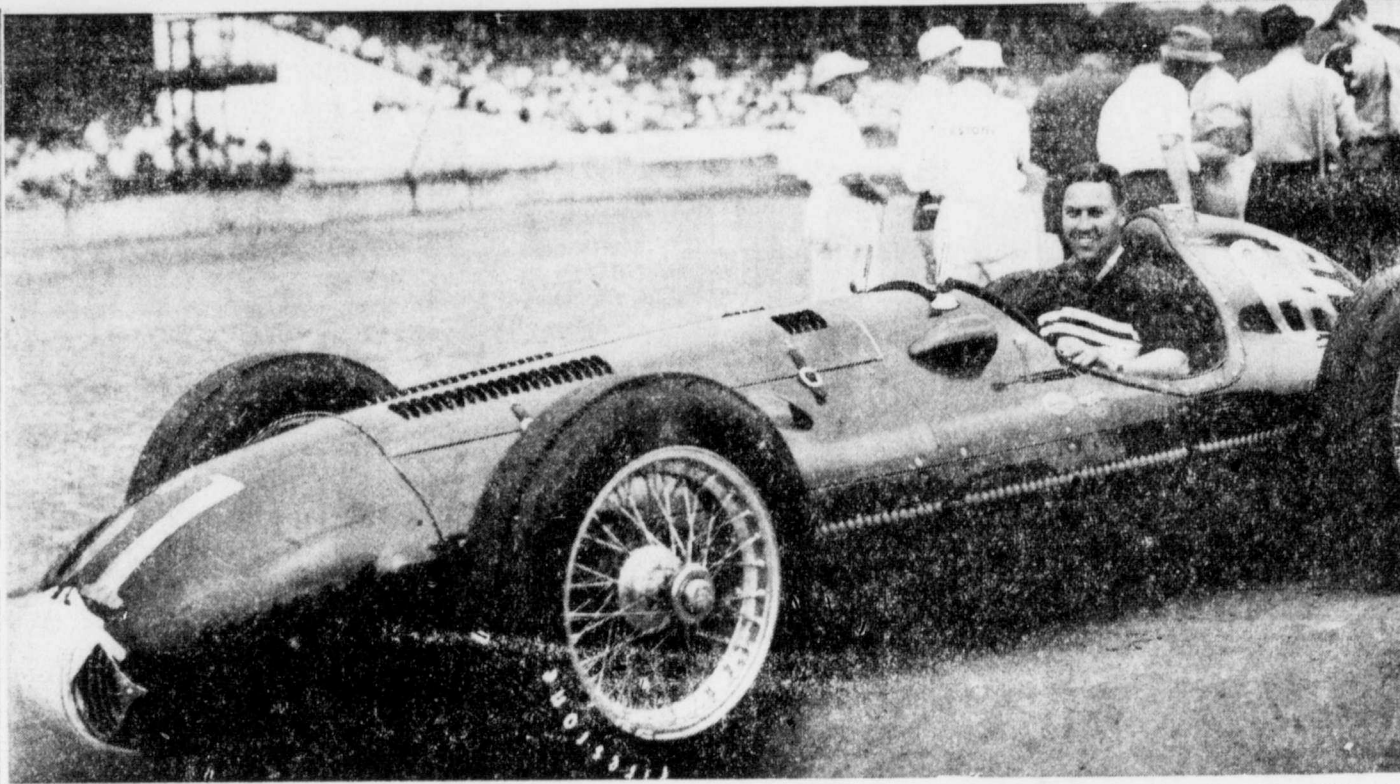
Immediate Occupancy To  
Qualified Owners

\$9950 to \$14,500  
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Tuesday through Sunday.  
Evenings by appointment  
MODEL HOMES OPEN

STEVE CRUM,  
Sales Manager.

**SUN GOLD PARK**  
W. MILES AVE. PHONE  
INDIO 7-3293



**HIS SON'S IN**—Among the entrants for this year's annual Soap Box Derby is Jimmy Jackson Jr. son of the famed Indianapolis racer. Above is Jimmy Jackson, Sr., snapped at Indianapolis last year. He left this week for the scene of the 500 mile race classic to get ready for this year's event, five weeks off.

## County Loop

Rinky Dinks to  
Represent City

Palm Springs Rinky Dinks softball team has been selected to represent the city in the Riverside County Softball league, Howard Haddock, recreation director, said yesterday.

They will play two games a week in the county loop, one here and one away. The local games will be played Thursday nights at the Polo Grounds.

Practice will start for the R-Ds tonight at the Polo Grounds.

Anyone interested in trying out for the team is urged to show up at the Polo Grounds tonight.

## SMC Aquacade

Thrills Throngs

Displaying the finesse of form for which they are famous, the Janet Dee "Ephapsody in Sun Time" aquacade and water ballet, demonstrated their prowess in a beautifully lighted night performance, last Saturday night, and on Sunday afternoon following, at the Shadow Mountain Club.

Perhaps accounting for their rhythmic perfection, is the fact that eighteen of the 25 in the troupe have performed together since they were eight to ten years old, under the "motherly" direction of Janet Dee, who has exhibited her show from coast-to-coast.

The Janet Dee troupe returns to Shadow Mountain Club, for a repeat performance, Saturday night, April 26th.

## Franchise for Little League Received Here

Little League baseball for youngsters between the ages of 8 and 12 is now a reality for Palm Springs to be included in the national organization this week.

Sponsors of Little League here, headed by Al Weingarten, president, will now make plans to hold try-outs shortly for all boys in this area between the ages of 8 and 12 years. The games are played under a national set of rules and regulations developed over the past 12 years when the game first began as a small town idea.

Parents of boys interested in participating here this summer are urged to make sure they have the boys' birth certificates showing their ages for groupings in the league. Boys whose 13th birthday does not occur before August 1 will be eligible.

This week's Look Magazine carries five pages on the Little League and its national interest as well as story on its phenomenal growth in the past 12 years.

Four Little League teams, sponsored by civic minded local residents have already been pledged and the plans call for try-outs and team formations within the next few weeks with the season to start shortly after and play to be held at the Ball park in the Polo Grounds at twilight.

## Interest in Annual Soap Box Derby Increasing; 5 Now In

Interest in the Palm Springs Soap Box Derby, co-sponsored jointly by the Desert Sun and Stack Chevrolet for boys between the ages of 11 and 15 is rapidly developing.

First to file an official entry blank at the Palm Springs Soap Box Derby headquarters, Stack Chevrolet, 330 Sunny Dunes was Jimmy Jackson, 11 year old son of Jimmy Jackson, veteran automobile race driver, entered again this year in the Memorial Day Classic 500 mile race in Indianapolis. Young Jackson lives at 66079 Desert View, Desert Hot Springs.

Second entrant was Ronald M. Hayes, 13, of 2058 East Ramon Road, son of Russell Hayes, in the plumbing business. Third entrant, Ronald R. Massengill, 12, of 595 Calle Palo Fierro, son of Claude Massengill with Dill Lumber Company, is being sponsored by Warren Strebe. Fourth entrant, Richard Mountz, 13, Ramon Trailer Park, 1441 E. Ramon, son of Walter Mountz, Walt's Shoe Repair. Fifth entrant Jon Chumley, 13, 253 Mesquite, Palm Springs.

## Softball

Managers Meet  
to Start Plans

Softball season got under way last night when managers and players met with Howard Haddock, city recreation director, at the Polo Grounds club house to discuss plans for the summer.

## Ray Corliss New Lincoln-Mercury Agent in Village

Ray Corliss, formerly West Coast Public Relations for Ford Motors in 11 western states has taken over the Palm Springs Lincoln-Mercury Company at 335 Sunny Dunes Road.

Mr. Corliss, with his wife, son and daughter will make their home in Palm Springs from now on and is being welcomed by a host of business associates and friends, both from Palm Springs and Los Angeles.

**BORN IN PETALUMA**, California, Corliss was on the San Francisco Chronicle for several years before becoming associated with Ford Motors on the West Coast. During the second World War he volunteered for the British Commandos and served a year before joining the American Armored Corp and serving in African and Sicily campaigns under General George Patton.

**THE PAST** two years before coming to Palm Springs Corliss was stationed in Los Angeles at the huge Ford assembly plant specializing in public relations with the motion picture studios of Hollywood.

Vitality interested in the 1952 Mobilgas Economy run just completed in which the 1952 Mercury stock car won the Sweepstakes prize with a record of 25.09 miles per gallon under sanction of the AAA, Corliss followed the previous runs on three occasions.

His interest centers on the fact that the Mercury won in 1949 and 1950, Lincoln in 1951 and the Mercury in 1952.

"**THESE ECONOMY** runs are conducted with stock cars taken from dealers and off plant assembly lines and in the 1952 run some 60 cars were entered," said Corliss, "to arrive at the ultimate results the total weight of the cars and passengers are divided into the total amount of

discuss plans for the summer. Practice will start on May 1, it was decided and the league season will get under way Monday, June 2.

Haddock asked that all interested in managing a team or playing should contact him at either 2202 or 205732. He is particularly anxious to have those who have not played in the league before and who would like to get into the summer fun, to get in touch with him.

## Double-Header at Polo Grounds Sunday Afternoon

Warren Linville, manager of the Palm Springs baseball team, said Tuesday that the name of the team had been changed to Coachella Valley All-Stars and that a double-header would be played Sunday afternoon at the Polo Grounds.

The CV Stars will take on the Brawley Merchants, winners of the Winter League in the first game at noon and then at 2:30 meet the Banning Merchants in the nightcap.

gasoline used to get the ton mileage with all makes of cars participating."

"This year's run started at the General Petroleum Garage in downtown Los Angeles, into Palm Springs early last Monday morning and on to Las Vegas, then to the Grand Canyon, into Salt Lake City and to Twin Falls and then into Sun Valley."

**Walking Distance to Shops**  
3 Bedrooms — 2 Baths  
Large living room and dining room  
Completely Furnished  
Move in Today  
Price reduced to \$17,500

**Ten Unit Court Site**  
Adjoins Village Best  
Average cost \$1350 per unit  
Build today for your Life Income

**Long Beach Duplex**  
Exchange for Palm Springs

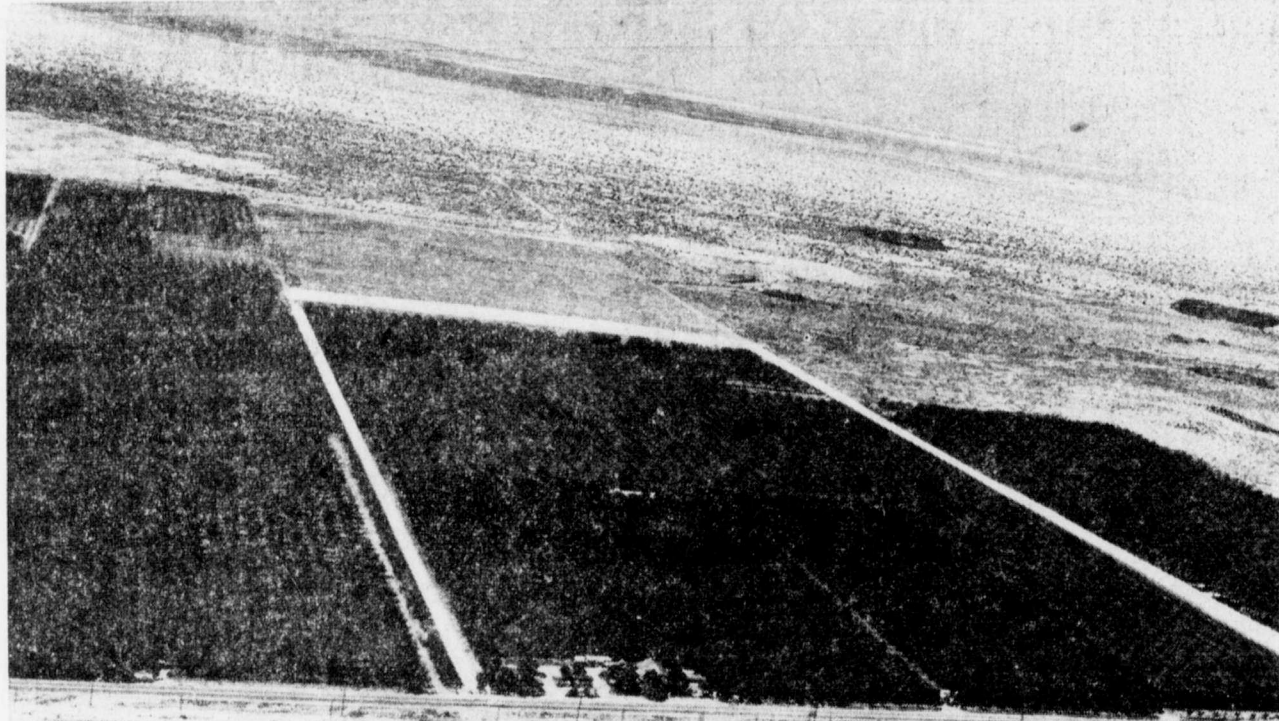
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Income lot-on  
Palm Canyon Dr.  
Two Lots for \$6250

**40 acres near Indio**  
For early crops & profits

## MUNHOLLAND and CO.

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Grace A. Brown

## IN PALM DESERT . . . 82½ ACRES IN TOP PRODUCTION



## A DREAM RANCH

WITH ¼ MILE FRONTAGE HIWAY 111 . . .  
Half Way Between Palm Springs and Indio

Beautiful 10 room home facing highway with 5 bedrooms and 3 baths. Retail date and gift shop. 3 Help's houses. Truck, tractor and all implements. TWO FINE WELLS.

50 acres are in stately full bearing date palm which  
PRODUCED OVER 650,000 LBS. DATES LAST YEAR  
WITH INCOME OF OVER \$40,000

IN ADDITION . . . 28 acres of 23 year old grapefruit  
Produced 15,000 Boxes  
with Net Profit of Over \$10,000  
**PRICED AT \$165,000**

OR . . . the East 40 acres with its own well (30 ac. in dates, 10 ac. in grapefruit) . . . may be acquired for \$60,000 cash.

WE QUESTION IF A VALUE COMPARABLE TO THIS HAS BEEN AVAILABLE IN THE PAST TEN YEARS.

## GUY ANDERSON

464 N. Palm Canyon Drive Phone 5417—Evenings 5138  
Associate Brokers—Eve Morgan, T. V. Gould

## Carnation CORNER



Spring's in swing—it's outdoor eating time for us lucky Californians! For the picnic thermos, for patio suppers... be sure to have plenty of creamy-cold Carnation Homogenized Milk on hand! Nature's finest food, made extra "protective" with Vitamin D.

Rushed to you Carnation-fresh for just plain drinking enjoyment—and to make your cookery more luscious. For instance, work a little magic into dessert time, with new

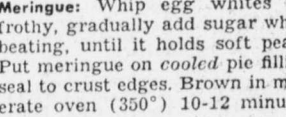
## Magic Cream Pie



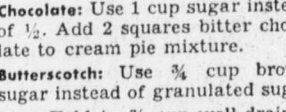
**BASIC RECIPE**  
(Makes 9-inch single crust pie)  
1/2 cup sugar 3 egg yolks  
3 tbsps. cornstarch 1 tsp. vanilla  
1/2 tsp. salt MERINGUE  
2 1/2 cups Carnation 3 egg whites  
Homogenized Milk 1/4 cup sugar  
Baked 9-inch single crust pie shell

Combine sugar, cornstarch, salt and Carnation Milk over low heat or in double boiler. Cook until slightly thickened (about 12 to 15 min.). Add small amount milk mixture to egg yolks; mix and pour in remaining milk mixture. Cook 2-3 minutes longer. Add vanilla and pour into baked pie shell.

**Meringue:** Whip egg whites till frothy, gradually add sugar while heating, until it holds soft peaks. Put meringue on cooled pie filling, seal to crust edges. Brown in moderate oven (350°) 10-12 minutes.



**Chocolate:** Use 1 cup sugar instead of 1/2. Add 2 squares bitter chocolate to cream pie mixture.  
**Butterscotch:** Use 3/4 cup brown sugar instead of granulated sugar.  
**Fruit:** Fold in 3/4 cup well-drained canned peaches, apricots or berries—or fresh fruits in season.  
**Banana:** Slice 3 ripe bananas over bottom of baked crust before pouring cream filling in shell.



We think of orchids as exotic blossoms—but one kind of orchid plant produces long slim beans instead... and do you know what they are? Vanilla beans! Most of our vanilla is grown in the "tierra caliente" country in Eastern Mexico. Vanilla orchids are hard to grow, but profitable—for the world consumes 700 tons of beans—twelve million dollars worth—each year!



## Homogenized Cows?

My small daughter boasted "Our milk comes from Carnation Homogenized cows!" Made me realize I didn't exactly understand the word so I looked it up. Seems creamy whole Carnation Milk is whisked at a dizzy rate in huge homogenizing machines. Breaks up the cream in such tiny particles it stays in suspension throughout the milk. No wonder Carnation Homogenized Milk has that extra-creamy flavor that makes it top choice with all!

Wipe ivory piano keys with a cloth dampened in milk—cleans them, keeps them from yellowing. Milk is great for cleaning leather chairs too—makes them look like new!

**Epicure's Delight!** Next time you make breaded veal, or veal or beef "birds," casserole them after browning and bake slowly in Carnation Milk. Adds so much to flavor and tenderness—and your gravy is "readymade"!

Did you know that for Vitamin D to "work," we must have Calcium too? That's why the Vitamin D in delicious Carnation Homogenized Milk is such a good idea—for milk is our best source of Calcium. Enjoy this finer milk daily.

**CARNATION COMPANY**  
45-910 Jackson Street  
Phone Indio 73139  
INDIO, CALIFORNIA







## Thousand Palms Estates

8 Miles East of Palm Springs on Ramon Rd.

### Garden Spot of the Desert

Model Home Open Daily

COMPLETE HOMES

\$2000 DOWN AND 10 YEARS TO PAY!

Investigate This Beautiful, Well Protected Area of the Desert

HOME SITES \$1250 TO \$1650

With as little as \$100 Down

—Including 8 Date Trees now coming into bearing.

We furnish care and water for \$3.00 per month

We Build to Suit—Materials On Hand

W. G. BOVEE  
Owner-Subdivider

GEORGE W. EARL  
Associate

## Flood Survey in New Subdivision Area Under Way

Survey of Tacheva creek flood conditions is being made by Zone Six of the county flood control district, along the eastern section of the city where land, formerly belonging to the Idlans but recently sold for subdivision purposes is affected.

With proposed development of the formerly unused land, it is planned to make the survey with the view to controlling possible flood damage.

N. B. Smith, county flood control engineer, said F. N. Cronholm, flood control engineer who has had experience in the desert and surrounding mountains, will make the survey at a cost of \$700 and report his findings to city council and planning commission members.

### Daughter Born to Mrs. Bob Clark

Mr. and Mrs. Bob Clark of 3861 Camino San Miguel, are the parents of a daughter born April 14 and weighing eight pounds, eight ounces. She has been named Kathleen Marie. Clark is associated with Palm Springs Mirror and Glass.



**NEW COUNCIL SWORN IN**—Mrs. Louise McCann, left, city clerk, gives oath of office to councilmen elected at the April 8 election. Left to right: Florian Boyd, No. 5; Mrs. Ruth Hardy, No. 7; Ted McKinney, No. 1; Earle Strebe, No. 3. Mayor Charles Farrell looks on from the rear row. (Sun Photo).

## Truck Industry Heads Meet Here

Closer cooperation between the state on laws governing trucking or federal regulations, was the topic of John L. Springer, San Francisco, retiring president of the Western Highway Institute when 250 leaders in the trucking industry from the 11 western states and Alaska, met at Desert Inn last week.

The wide difference in laws

### Active Duty

Lt. Weatherall to Arizona Post

The Rev. and Mrs. B. B. Weatherall received word this week that their son, Lt. Duncan C. Weatherall, who has been stationed at Dublin, Ga., had been recalled to active duty with the Aviation Engineers and will go to Fort Huachuca, Ariz.

At present he is attending school at the Presidio, San Francisco and, for the past week, has been on special assignment to Operation Desert Rock at the atom bomb proving area in Nevada.

His wife, Margaret, has been visiting with the Weatheralls for the past few weeks. Lt. Weatherall will be in the Village this week on his way back to Fort Huachuca.

### Lions Roar

Anaheim, Village Clubs Join Forces

Palm Springs Lions club was host Tuesday night at the Baby Doll to 35 members of the Anaheim Lions club. The two clubs meet annually, alternating between the two cities.

Last year it was Anaheim's turn and this year, Palm Springs. A Mexican dinner was served to approximately 100 Lions of the two cities with an impromptu program of fun.

### New Members in Charge Tonight

New members of Palm Springs Toastmasters club, Sam Black of the Village Print Shop and Morris Finerman of Ramon Drug, will mark tonight's program at Del Tahquitz hotel. Black will conduct a round-table discussion on impromptu topics and Finerman will conduct a series of talks by Warren Strebe, Art Coffey and John Ward. Finerman will also ask Charles Woodman to speak for five minutes on an as yet undisclosed subject.

#### IN DESERT HOT SPRINGS

2 Bedroom Furnished home. Television. Garage. Large inclosed patio.

Full Price \$9000. Terms.

#### IN PALM SPRINGS

Triplex—Good area for permanent rentals.

\$21,500

New 2 bedroom. Unit heat and cooling. Installed lawns, shrubs and trees. Fenced.

\$15,500

2 Bedroom, 2 bath. Beautifully furnished. In exclusive section—south end of town. A wonderful buy at

\$28,500

Store on Indian Avenue, opposite Safeway. Reasonable rent. Available upon completion of our new building.

**D. Applebaum**  
REALTOR  
Associate:  
**RALPH WEINSTEIN**  
320 S. Indian  
Across from New Safeway

## Masonic Club

Final Meeting of Season Tomorrow

Final meeting of the season for Palm Springs Masonic club is scheduled for tomorrow noon

at the Chi Chi. Speaker of the session will be Dr. Kenyon Scudder, superintendent at the California Institute for Men, Chino. His topic will be: "Prisoners are People." Dr. Scudder is nationally known for his work in penal institutions and has published several articles on the subject.

Visit The **PERSIAN ROOM**

12:00 Noon to 2:00 A.M.

"The Most Beautiful Cocktail Lounge on the Desert"

ENTERTAINMENT  
FRIDAY AND SATURDAY EVGS.  
Charley Rich - Lloyd Hill  
"The Songs You Love to Hear"

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COFFEE SHOP  
FINE FOOD AND DRINK  
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**BICO BOND** oil-cement base stucco paint with unsurpassed beauty and durability

Paint with Treasure Tones Bico Bond in wonderful permanent colors that provide the maximum in durability and decoration. Durable Bico Bond offers a choice of 47 exactly right decorator deep tones, fashionable in-between shades and subtle pastels that are pre-harmonized for the finest in decoration on stucco, concrete and masonry structures.

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## Desert Inn Coffee Shop

Serving the Finest Food at Moderate Prices

Luncheon from \$1.25

Served 11 A. M. to 2:30 P. M.

Dinner from \$1.95

Served 5 P. M. to 8:30 P. M.

ALSO A LA CARTE

Breakfast Served from 8 A. M.

Air Conditioned



TICKETS FOR TRAVEL  
AIRLINE—STEAMSHIP—FREIGHTER—No Added Charges  
**OLMAN TRAVEL SERVICE**  
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# FORD WINS AGAIN!

TAKES FIRST PLACE IN CLASS "A"

IN THE 1952

Mobilgas Economy Run



Ford's the Class "A" Winner for 3rd Consecutive Year!

New Ford Mileage Maker SIX Thriftiest in its Field!

Again this year . . . as in the past two years . . . Ford was first in gas economy over all other cars in its price class in the Mobilgas Economy Run. In this toughest test, a stock model Ford Six equipped with Overdrive (optional at extra cost) averaged 53.855 ton-miles per gallon and 25.463 actual miles per gallon.

This was a very special triumph for Ford's All-New Mileage Maker high-compression Six. For now, with its new design providing 101-horsepower and free-turning overhead valves, Ford is definitely pound-for-pound the most economical low-priced car to run! Yes . . . Ford's thrift was clearly proved by the 1,415-mile grind from Los Angeles to Sun Valley. And a very important factor contributing to this victory is Ford's Automatic Power Pilot which squeezes the last ounce of power out of every drop of gas.

\*The AAA Contest Board determines the winner by a "ton-mile per gallon" formula to insure equal choice for all cars in each class regardless of size and weight. Ton-miles per gallon equals car weight (including passengers) in tons, multiplied by number of miles travelled, divided by number of gallons consumed.

"Test Drive" the Economy Winner Today!

For Economy plus Quality . . . Choose the '52 Ford!

BEN COWAN FORD

496 N. PALM CANYON DR.

PHONE 2272

HERE'S THE CERTIFIED AAA PROOF

NEW FORD

101-horsepower

MILEAGE MAKER SIX

with Overdrive

53.855 TON MILES\* PER GALLON

25.463 MILES PER GALLON

F.C.A.





**MORNING STROLL**—Thunderbird Country club members, Mrs. Harry Weimer and Mrs. Ralph Singer of Redding, taking a morning stroll on the club fairways, with their canine pet. The Weimers have moved from Redding and will make their permanent home at Thunderbird Ranch and Country Club.

## Civic Chorus to Present Spring Concert April 30

Palm Springs Civic Chorus, under the direction of Harry J. Tomlinson, Jr., has entered its final week of rehearsal for their Spring concert to be given at the Francis Stevens school Wednesday, April 3, at 8:00 p.m.

Heretofore, this group has presented only oratorio. The coming concert will be a departure, in that the chorus will sing a varied program which will include a group of Russian songs, some English Madrigals, works of Brahms, Schubert, Bach, and selections from the Mendelssohn's "Elijah." Soloists are Evelyn Spikre, soprano; Reba Mason, alto; and Ben Petrone, tenor. The Madrigal Singers will present a group of Bach numbers from "Jesu, Meine Freude."

**THE CHORUS**, which was started by Tomlinson and which has been in existence for three years, is made up of over 300 members, all local residents, with a few from as far as Idaho. Previous concerts by this group have drawn crowds of over 600. Villagers will recall their excellent performances of the "Messiah" for the past two Christmas seasons, and at Easter time last year, Mrs. Christine J. Tomlinson will accompany the group.

The chorus is sponsored by the Adult Education Authority of the Palm Springs Unified School District. The forthcoming concert will be open to the public without charge.

**PROGRAM** is as follows:  
O Bone Jesu ..... Palestrina  
Now is the Month ..... Morley  
of Maying ..... Praetorius  
She is so Dear ..... Praetorius  
When Allen-a-Dale went  
a-hunting ..... Pearsall  
Palm Springs Civic Chorus  
a cappella

## Lost Youth Can Be Restored

You can now learn self-hypnosis in Desert Hot Springs. No other training is so easily acquired and so well designed to put health, happiness and personality development securely within your reach, even bringing back lost youth, revitalizing every organ in your body. During the hypnotic trance curative forces are mobilized which are latent within you, no matter how desperate your case or nature of your illness. You do not need to despair however "incurable" you may have been pronounced. The hypnotic state of mind is the only one from which you can expect magic and miracles. Moreover, it has definite pleasurable values. Well-being will spread through your nerves, so exhilarating you will feel like on creation's first morning. More and more people come to enjoy the fantastic benefits from self-induced hypnosis. You can take the training now. Dr. Rautenberg will be long enough in Desert Hot Springs for you to finish the training before he leaves for Europe again. Come and consult him about it without obligation.

Dr. Carl J. Rautenberg,  
Consultant Psychologist  
Office: 66-041 West 8th Street  
Telephone DHS 401  
Desert Hot Springs, Calif.

## Ramona Pageant to Stage Silver Jubilee Program

Preparations are complete to accommodate a great throng at performances this Saturday and Sunday of the silver anniversary production of the Ramona Outdoor Play in the Ramona Bowl here. The spectacular pageant drama will have its final performance on May 3 and 4.

San Jacinto will take over the spotlight in entertaining the pageant visitors this weekend, with the main street topped off for the Ramona Play Fiesta, sponsored by the San Jacinto Junior Chamber of Commerce, Friday and Saturday.

The program will include entertainment by television stars and Ramona Play members, booths sponsored by various organizations, a kangaroo court, whistlerino contest and other festivities, including a barbecue.

Largest single party to attend the pageant-drama will include some 500 Kiwanians to view the Sunday performance and celebrate the anniversary of the play with a barbecue at the Hemet fairgrounds later in the evening.

General Manager Park G. Parker urges early reservations for best seats at the four performances. Tickets may be obtained at Mutual agencies in principal cities or by writing the Ramona Pageant Association, Box 218, Hemet, California, or by telephoning Hemet 6111.

## Probation

Welfare Board Hears Address

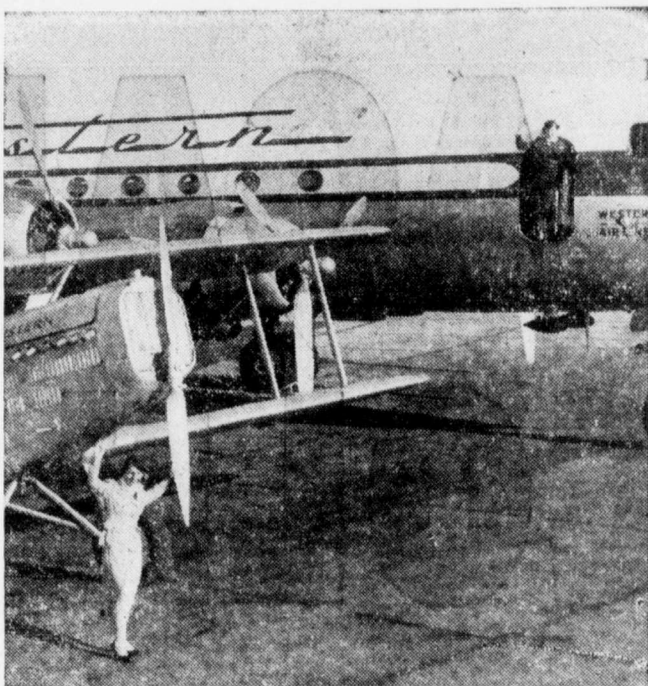
Members of Palm Springs Welfare and Friendly Aid society heard an interesting address by Dorothy Gates, deputy county probation officer at their meeting last week at the Health Center on East Amado road.

Mrs. Madge Holderman, public health nurse, also addressed the board on the history of the Health Center.

Miss Gates described the work of the probation office with juveniles, how they are handled, their appearance in court, supervision while on probation and also especially described the juvenile problems of the desert area.

**THE**  
PLAZA Bungalows  
SPECIAL SUMMER RATES  
AS LOW AS  
\$50 Per Month  
NOTICE  
SPECIAL YEARLY RATES AS LOW AS  
\$75 Per Month  
Plaza Office  
140 So. Palm Canyon Drive Phone 5544

Don't miss a copy. Subscribe to The Desert Sun now.



**THEN AND NOW**—Marking the celebration of the 26th anniversary of America's oldest airline, Stewardesses Marian Spindler (left) and Maxine Gordon pose in contrasting uniforms by Western Air Lines plane flown more than a quarter-century apart. Miss Spindler, in long-skirted, old fashion stewardess uniforms—which include necktie and low-heeled shoes—stands before famous Douglas M-2, first plane ever operated by Western on April 17, 1926. Miss Gordon, waving from door of giant DC-4 transport, wears smart, fashioned uniform of modern day stewardesses.

## Western Air

Plaque Dedicated at Airport Here

City Manager Russell Rink and Chamber of Commerce Manager William Dunkerley officiated at the airport Thursday, April 17, in dedication of a plaque marking the 26th anniversary of Western Air Lines first commercial flight

## Rector to Speak at Lions Session

The Rev. William Blonden, rector of St. Paul's in the Desert, Episcopal church, will be the speaker this noon at the weekly luncheon meeting of Palm Springs Lions club at the Chi Chi.

His topic will be "Christianity in a Scientific Age." Frank Partridge will be chairman for the day.

## Last Rites Said Here Thursday for E. L. Davison

Funeral services were held Thursday for Edward L. Davison, resident of the city for the past few years, who died after a brief illness at the age of 85 last week.

He was a native of Indiana and made his home here with his son-in-law and daughter, Mr. and Mrs. Charles O. McDonald.

Prior to his last illness he had enjoyed excellent health.

Dr. James H. Blackstone, Jr., officiated at the last rites at Community church with Mrs.

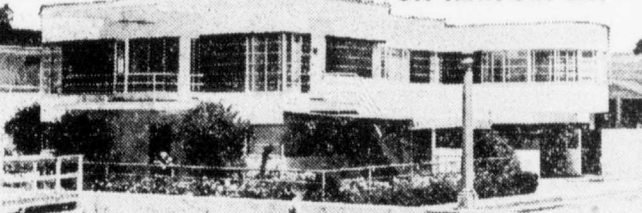
## Banning Papers Sold this Week

Banning's two weekly newspapers, the Record and the Live Wire, have been sold by Publisher Ward Risvold to Max Wihnyk and Leighton Taylor, publishers of weeklies in Beaumont and Yucaipa.

The Record was founded more than 25 years ago by Carl Barkow, well known here, who also founded The Desert Sun in August, 1927.

It was announced the publication of the Live Wire will be suspended and that The Record will continue as an independent newspaper.

## FOR SALE FINEST HOME ON BALBOA ISLAND ON NEWPORT BAY



Occupying two large corner lots on the south bay front, with a commanding view of the harbor and its approaches, this modern, distinctive beach home is ready for immediate occupancy. Four large, airy bedrooms, three baths, kitchen and huge sun-filled living room extending across entire front of house occupy second floor. On street floor are patio, barbecue, two dressing rooms with four showers for bathers, maid's room and bath with separate entrance and 5-car garage. Unit heat and water softener. Drapes and wall-to-wall carpeting included. Priced for quick sale at \$75,000. Private pier, swimming and small-boat float and float-slip to accommodate 50-foot craft complete the establishment. Courtesy to broker. Shown by appointment only. Call ANgelus 3-8972 (Los Angeles) or SYcamore 2-2027.

## TACHEVAH VISTA PROUDLY PRESENTS MORE OUTSTANDING HOME VALUES!

Suitable for the most discriminating desert home seekers. These homes are located in the heart of Palm Springs, in a choice residential area, surrounded by many luxurious type homes. Close to shopping, churches and schools. Only three blocks from the famous El Mirador Hotel where a maximum of sunshine prevails. The view of the mountains and the desert area is unexcelled. Truly a most inspiring scenic setting.

ALL UTILITIES AND PAVED STREETS ARE IN and in addition . . Irrigation Water Is Available!

Modern ranch style home, on large corner lot completely walled. Two bedrooms and two baths. Attractive living room with large corner set flagstone fireplace and guest closet. Rolling glass doors opening to patio. Large kitchen and dining area and many cupboards. Plastered breezeway separates main building from extra large two-car garage. Picture book decorating scheme. Every room heated thru forced air gas unit, and in addition the bathrooms have individual electric heaters. Outlets in every room for dual system air cooling. Truly a dream home for only \$23,500.00.

Open House  
1057 Marshall Way  
\$24,500

This rambling ranch type home is priced below the current market. Two bedrooms and two baths. The master bedroom has private bath with large tiled pullman lavatory. Mr. and Mrs. closets with beautiful dressing table between, under walled mirror. Extra large living room and dining area. Swedish type fireplace. Rolling glass door opens to completely screened patio. Most attractive kitchen with corner sink and tiled drain board, loads of cupboard space. Every room heated thru central gas heating system. Electric heaters in each bath. Outlets in every room for dual system air-cooling. Breezeway and 2-car garage. An exceptional buy at \$24,500.00.

A detail perfect owner-built modern home. Many new features too numerous to mention. Original design and individually styled. Three spacious bedrooms and three baths, and many closets. Extra large living room and dining area. This room has a unique large fireplace lined with Roman faced brick. The kitchen is located in a most convenient part of the home where an abundance of sunshine and glorious view prevails. An outstanding barbecue sits in a completely screened large lanai. The service porch leads to a two-car carport, walled on three sides. The price includes wall to wall carpeting in living room and hallway and drapes throughout the house. A real buy at \$28,500.00.

TWO OF THESE HOMES HAVE JUST BEEN COMPLETED  
DRIVE BY TODAY or CONTACT THE BROKER OF YOUR CHOICE  
CONVENIENT TERMS MAY BE ARRANGED

Drive east on Tachevah Drive to Caballeros and turn left to Marshall Way or drive east on Paseo El Mirador to Caballeros and turn right to Marshall Way.

## PHILIP YANKWICH

1080 MARSHALL WAY—PHONE 3344

Owner-Builder and Developer of the Tachevah Vista Tract.

"It makes a difference when the owner builds"

NOTICE TO BROKERS: This is your Notice of Open Listing on this Property

## For Lease

1200 Sq. Ft. Store with  
Upstairs Apartment

GROVE BUILDING  
264 N. Palm Canyon  
Center of Village

## Hidden Springs Ranch

AND CLUB

Approximately 1500 Acres

- Guest Bungalows
- Large Swimming Pool
- Dining Room—3 Meals per Day

- Beautifully Furnished Homes \$15,500 to \$18,500
- No Sites Under 1 1/4 Acres—\$1450 up
- Water - Gas - Electricity - Telephone
- Restrictions—Architectural
- New Homes to be Built
- Wind Protected Cove
- Excellent Television

15-minute drive from Palm Springs  
Ramon Road to Highway 99—then 2 1/2 miles to Ranch

Phone Thousand Palms 345

CHAS. F. DOYLE—OWNER

CHAS. W. DRAIS & G. A. CHAPMAN  
AGENTS

## New Ford Truck power for speed hauling



Availability of equipment, accessories and trim as illustrated is dependent on material supply conditions.

A LOW-PRICED FORD TRUCK FOR EVERY NEED!

From half-ton F-1 Pickups, to 20-ton G.C.W. F-8 Big Jobs! Choice of two cabs—the 6-Star and the 6-STAR EXTRA (added cost) for more driving ease.

## GAS SAVINGS UP TO 14%!

Three completely new ultra-modern LOW-FRICTION overhead-valve, high-compression Ford Truck Engines  
DELIVER more of the power they develop!

● Ford cuts truck running costs again! Three all-new Ford Truck engines—a Six and two big V-8's—deliver more horsepower per cubic inch! With new shorter stroke, there's less power-wasting friction—you save up to one gallon of gas in every seven!

And—the famous Ford Truck V-8 is now upped to 106 h.p.! The economy-proved Big Six is advanced to 112 h.p.! With new power all the way, Ford Trucks are more than ever the favorites for thrifty Speed Hauling.

Now FIVE great Ford Truck Engines!

- 101-h.p. COST CLIPPER SIX
- 106-h.p. TRUCK V-8
- 112-h.p. BIG SIX
- 145-h.p. CARGO KING V-8
- 155-h.p. CARGO KING V-8

Ford Trucks for '52  
cost still less to run!

BEN COWAN FORD

No price increase! See us now!

496 N. PALM CANYON DR.

PHONE 2272



## \$200,000 Pay Hike Voted by County Board

Heated Debate  
Marks Passage  
of Ordinances

Increases totalling \$200,000 annually for 1000 county employees are included in a new salary plan for the county adopted by supervisors Monday after a heated controversy.

County Supervisor William Jones, a central figure in every dispute over increases, was the only dissenter to the plan as a whole.

He said he wanted the plans based on increases in costs of living for employees whose salaries are under \$500 monthly.

**THE PLAN** adopted by supervisors gives no increases to approximately 160 employees, gives substantial increases to 15 employees and officials now getting in excess of \$500 per month and, in general, gives the largest increases to those now earning the largest salaries.

County Clerk G. A. Pequegnat, heading the committee of elective officials, said that the plan is just and fair and is based on position, training education and experience.

**FIREWORKS** were touched off by William Hornaday, publisher of Inland Californian, an opinion paper, who attacked Jones' attitude on the salary plan.

Jones said that Hornaday was apparently working in the interests of those opposing his (Jones') campaign for re-election.

The salary plans adopted were in two ordinances. One gives increases totalling \$182,406 to 162 employees. The second applies to employees of the welfare department.

## New Arrivals

Two Girls, Twin  
Boys at Hospital

Births at the Desert Hospital over the past week included two girls and twin boys.

Born April 16 to Mr. and Mrs. Mele Anguiano of 257 South Patenco road, a girl, Bernadette Francesca Maria Felipa Coutts. The parents are well known desert artists. Mrs. Anguiano, the former Jeanne Coutts, daughter of the late Gordon Coutts, famous Palm Springs artist.

A girl, born to Mr. and Mrs. Sylvester Torres, 880 East Arenas road, Isobel Consuelo on April 14.

Sean Desmond, born to Mr. and Mrs. Joseph Woods, 1572 North Riverside drive on April 15.

Twin boys born to Mr. and Mrs. Earl Hall, 3731 Camino San Miguel, April 18 as yet unnamed.

## Public School Week Observed Here This Week

Public school week is being observed in Palm Springs this week with programs at all of the schools.

Cahuilla and Thousand Palms schools held open house programs for parents and friends, Monday night. Katherine Finchy and Desert Hot Springs schools greeted parents and friends Tuesday night.

Yesterday morning was open house at Frances Stevens school.

Tonight Palm Springs high school and Nellie Coffman Junior high will combine their open house program with all events held at the high school from 7 to 9 p.m.

## Fire Hazard to be Higher This Year

Warning was issued by Truman Holland, state forestry official for Riverside county, that the fire hazard will be exceptionally high this summer.

Abundant winter rains have started a record growth of brush he said, in urging continuous caution against starting fires.

## Menus

Menus to be served next week in cafeterias of Palm Springs Unified District schools are printed below to help mothers plan corresponding home meals.

**MONDAY**—Ham and potato casserole; head lettuce; whole-wheat bread with F.M.; fruit, milk.

**TUESDAY**—Pig in blanket; choice of hot vegetable; tossed salad; orange, milk.

**WEDNESDAY**—Baked luncheon meat; potato salad; whole-wheat bread with peanut butter and honey; cookies; milk.

**THURSDAY**—Barbecue beef on bun; buttered green beans; banana cream pudding; milk.

**FRIDAY**—Spanish rice with cheese wedge; cole slaw; buttered peas; wholewheat bread with F. M.; stewed prunes; milk.

# AGAIN LINCOLN WINS CLASS G



## Lincoln takes top honors last year, wins in its class this year

Here is the most dramatic car on the American Road today. Here is the one car in America that is deliberately built for modern living. For 1952 it is the only car in the fine-car field that is completely new from stem to stern. And it is only fitting that this car should win honors in the Mobilgas Economy Run—not this year alone, but for the second straight year! Lincoln's double victory clearly demonstrates a principle: that superb engineering is the first essential for supreme performance and matchless fuel economy. If you would care to visit our showrooms and investigate for yourself, you will find that the 1952 Lincolns introduce the most exciting new concepts in motoring history. You will find that fuel economy is but one factor in the Lincoln story. Indeed, the most thrilling fine-car demonstration of your life is as near to you as your telephone. May we suggest you visit our showroom soon?



Lincoln — Foremost of the Fine Cars • 22.3 miles per gal. with Hydra-Matic Drive

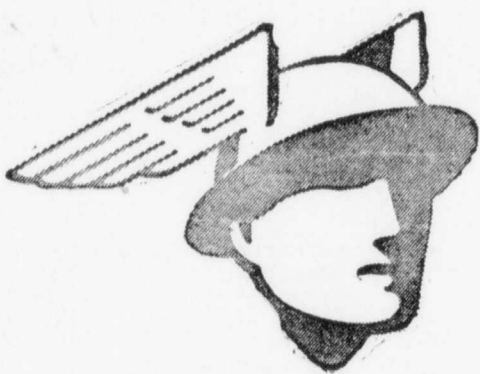
IN PALM SPRINGS SEE  
**PALM SPRINGS LINCOLN-MERCURY CO.**

335 SUNNY DUNES ROAD

Phone 2301-2052



# AGAIN MERCURY WINS SWEEPSTAKES



## Biggest three-time winner in history of Mobilgas Economy Run

This is the third year in a row that Mercury has distinguished itself in the official AAA-supervised Mobilgas Economy Run. In 1950 Mercury defeated all cars on a pound-for-pound basis to become the first Sweepstakes Champion of this national event. Last year Mercury's big cousin, the Lincoln, won the Sweepstakes and Mercury had to be contented with being First in its Price Class. This year Mercury is back again as the one and only Sweepstakes Champion. The course this year was harder and more mountainous than ever before—1415 miles between Los Angeles and Sun Valley, Idaho. What's more, this year's Mercury is 12% more powerful—with 12% more horses to feed than last year. But despite this, Mercury for 1952 has proved itself the No. 1 Economy Car of all time. It's a completely new car from Jet-scoop hood to Hide-away gas cap. We'd like you to drive it and discover its truly thrilling performance for yourself.



Mercury—America's No. 1 Economy Car • 25.4 miles per gal. with Touch-O-Matic Overdrive

IN PALM SPRINGS SEE  
**PALM SPRINGS LINCOLN-MERCURY CO.**

335 SUNNY DUNES ROAD

Phone 2301-2052

•The Desert Sun—13  
Palm Springs, Thurs. Apr. 24, 1952

### Cub Scouting Revived Here by Local Club

Thursday Night  
Group Signs  
Official Charter

At a meeting of the committee on Cub Scouting of the Thursday Night club, the new charter was officially signed by Dr. Charles Baldwin, chairman, Bruce Koploy, secretary, Jules Howard, Phil Ullman and Sam Black, Committee members and by Jim Morton, Cubmaster.

The Charter was presented to the committee for signature by Ed Dering, chairman of organization for the Palm Springs District Scout committee, and George Manington, committee member.

THE FIRST OFFICIAL act of the Cub Committee was to arrange for a meeting of all Cub leaders and Scout officials to implement the Cub program in Palm Springs.

The meeting will be held at Francis Stevens School cafeteria on Wednesday evening, April 30 at 7:30.

All members of the Thursday Night Club Cub committee, members of the District organization committee, and all present and prospective Den Mothers are expected to attend.

MRS. EUGENE THERIEAU, Head Den Mother has agreed to secure attendance of the Den Mothers.

Bob Toronto, Field Scout Executive, will show interesting color films of Cubbing in action and will outline the Cub program and answer questions as to methods for successful operation of the Dens and the Cub Pack as a whole.

Harry Hill, chairman of leadership training, will have a selection of Cub literature and supplies and make an announcement on plans for a training course for Den Mothers to be held early next Fall. Anyone interested in this phase of Cub Scouting is welcome to attend this meeting, said Dr. Baldwin.

### Mickey Finn

L. A. Policeman  
Honored Here

George Strebe sponsored a luncheon for 50 guests last Friday at the Doll House in honor of Mickey Finn, Los Angeles police officer who conducts a Youth club in his spare time in Los Angeles for some 450 boys.

Guests attending included Stewart Hopps; Frank Bogert; Charles Farrell; Mrs. George Alexander; Dr. Baldwin; Dr. Aiken and others.

Following the luncheon, Mr. Finn presented motion pictures of his activities for the Youth Club in which a number of the guests present took an active interest.

### Property Taxes in County Soar During Decade

Property taxes in Riverside county have gone up 248 per cent in the past ten years, California Taxpayers' Association said yesterday.

The property tax levy for general county purposes has gone up 169 per cent from fiscal 1943 to fiscal 1952.

The levy for municipal government purposes has gone up 176 per cent.

For school districts, the levy has gone up 313 per cent.

For special districts, the levy increased 1,011 per cent from 1942-43 to 1951-52.

Statewide, property taxes have gone up 169 per cent from 1942-43 to 1951-52. County levies are up 145 per cent. City levies up 108 per cent. School district levies up 236 per cent. Special district levies on property up 185 per cent.

### Coffmans Leave for Canada and Hotel Meeting

Mr. and Mrs. Earl Coffmann of the Desert Inn leave for Quebec to attend the semi-annual meeting of the National Hotel association at Quebec this week. Coffman is chairman of the Resort Hotel section of the association.

Last week he presided at a meeting of the section at the Jokake Inn near Phoenix.

### Plan Landscaping for Desert Hospital

David Hamilton, landscape architect, was engaged by Desert Hospital last week to draw up a master plan for planting at the hospital.

Old buildings on the grounds are being moved off and the grounds will soon take on a beautiful appearance.



14—The Desert Sun Palm Springs, Thurs. Apr. 24, 1952

## I Rise to Remark

By CONGRESSMAN JOHN PHILLIPS

This week is always an interesting week in Washington. To begin with, it's Easter week, and that means Spring, in the East. The blossoms are out and the trees and lawns are green. Then, it's a short recess for the Congress. Not every Member can take advantage of it; those of us who work on such committees as Appropriations must make our time away from Washington fit into a tight committee schedule.

This is the week the D.A.R. arrives for its annual convention and the hotels are full. Most interesting of all, this is the week for school recesses, and the school children arrive by the busload to see the Capitol and the sights of Washington. I counted twenty busses parked around the Monument, as I came down this morning.

I hope to get away for the second week in May, for a hurried trip to the District. It will be good to get home for even that short a time. The Congress is pushing everything to adjourn on July 3. The mortality, for bills, will be high!

I WOULD LIKE to correct a

statement in my letter of April 10. I said that "we had an Ambassador to the Vatican in the early days of the nation." That was a slip of the tongue. The Vatican State rates, in diplomatic circles, as a sovereign state. When we set up this new nation, in 1797, we established consular relations with the Vatican State. That lasted, if I recall correctly, until Andrew Jackson's time. The distinction may be technical, but a consular office is more a business than a diplomatic office. Today, under the Foreign Service Act, separate consular service is eliminated and foreign representation is combined, including our consular offices.

It was President Polk who first proposed diplomatic representation to the Vatican State. Congress approved the idea, and Jacob L. Martin became the first Charge d'Affaires on April 1, 1848. He was followed by Lewis Cass Jr., John P. Stockton, Alexander W. Randall, and Rufus King, who served as Ministers to the Vatican State, a diplomatic post, over a period of 15 years, until 1863.

IN THOSE DAYS we did not sprinkle embassies all over the world. Mr. Roosevelt built up that idea. Embassies went to the larger nations; legations to the smaller nations; legations to the larger nations; legations to the smaller nations. Incidentally looking over the list, I am inclined to think that most of our representatives to the Vatican State have been non-Catholics. We then jumped, apparently, over the years to the appointment of Myron Taylor, who served as "Personal Representative of the President of the United States" from 1941 until very recently. The proposal to appoint General Clark as "Ambassador"—which would establish an Embassy—followed and you are

familiar with the argument from there on. Perhaps a point we should not overlook is that this relationship has been with the Vatican State as a political entity, and not as an ecclesiastical entity, if you understand me. Also that 37 nations now have such diplomatic relationship. This includes all the major nations, except two: the Soviet Union, and the United States of America.

## Library Notes

### THE DESPERATE SEARCH by Arthur Mayse.

The absorbing story of a bush pilot who had flown often in search of lost planes but never before in search of the plane that had crashed somewhere in the waste stretches beyond Vancouver with two children, his own aboard. His faith that his children were alive supported him through this "desperate search" even when his ex-wife used this occasion to give her "public" a "touching performance" as the bereaved movie queen. The author of "Perilous Passage" once more creates a story of powerful suspense and drama.

### A LAMP FOR NIGHTFALL by Erskine Caldwell.

A novel about the richest man in Clearwater, Maine, who refused to give his son money to study civil engineering in Boston because his son didn't understand the "value of money" and who had equally strong ideas about who his daughter should marry and how his wife should conduct herself. In this book Erskine Caldwell abandons what he has called his "cyclo-rama of Southern life," and presents another section of America.

### UNDER THE SEA-WIND by Rachel L. Carson.

The hero of this book by the gifted author of "The Sea Around Us" is "life itself," a prize reserved only for the very clever and the very lucky in the never-ending struggle of the creatures who inhabit the sea. It is a struggle played out in sheltered marshlands along the coast, in the bird-haunts of the sky and in the abysses of the sea. From the life cycle of Scomber the mackerel to that of Anguilla the eel, this is an absorbing and exciting document.

### SEAL SCANDINAVIA by Edward Streeter.

The adventures of four Americans who took a motor trip through Norway, Sweden, and Denmark, written by the amusing author of "Father of the Bride"—unlike most guide books, this one is more about people than about places.

Why not be sure of your copy of The Desert Sun. Dial 2249 and subscribe.

## CLASSIFIED ADS Situations Wanted

### The Desert Sun

PHONE 2249

P. O. BOX 190

PALM SPRINGS

Single insertion, per line .40  
FOR COMPLETE COVERAGE OF THE DESERT AREA, ORDER YOUR CLASSIFIED ADS RUN IN THE DESERT SUN (THURSDAY) AND THE PALM SPRINGS NEWS (MONDAY) AT SPECIAL RATES FOR CONSECUTIVE INSERTIONS AS SHOWN BELOW:

## RATES

Per Line	Two Times	Four Times	Nine Times
.50	.85	1.70	

• MINIMUM SIZE AD 3 LINES.  
• Deadline—5 P.M. Friday—for Sun, 5 P.M. Tuesday—for Sun.  
• Count 26 LETTERS AND SPACES TO A LINE.  
• DO NOT ABBREVIATE WORDS.  
• A CHANGE OF ONE INSERTION WILL BE MADE ON ALL ADS CANCELLED BEFORE DEADLINE.

## Lost and Found 10

LOST—Lady's watch, black band, B.M.H. Love A.P.R. 8-24-47. Also red billfold. Phone 2861.

## Personals 12

CLEAN COTTON RAGS WANTED AT THE PALM SPRINGS PRINTERY OR DESERT SUN. WILL PAY 15 CENTS PER POUND.

CARE FOR CONVALESCENTS and age in private guest home, any rooms, shade, patio, T.V. fine food. Best care, 1021 W. Williams St. Banning.

ALCOHOLICS ANONYMOUS Meeting each Tuesday night at 8:30, City Council Chambers. Airport. Further information or literature. Ph. 25692.

DRIVE YOUR CAR to Chicago. Licensed Calif. and Ill. chauffeur, 15 years experience. Commercial & private. McKee, 1862 S. Palm Canyon. Phone 9031.

RESPONSIBLE father desires board and room for 10 yr. old daughter & self. Will furnish references. Box 190-File T10.

WILL SHARE expenses driving to Michigan, own car or other party's. Mrs. Tom Leo, Gen. Del. Palm Springs.

LADY would like refined woman to drive car and act as companion. Local references. Box 190, File X-2.

## Announcements 14

BOOKS AND TYPEWRITERS SOLD AND RENTED DESERT BOOK SHOP 443 N. Palm Canyon, Ph. 5208

## Service Miscellaneous 15

HOOVER VACUUM Sales and Service

## Pavny's

1001 S. Palm Canyon Dr. Phone Palm Springs 7342

EXPERT AUTO POLISHING 27 years of knowing how. All work guaranteed. Call BILL at 7532.

COOLERS SERVICED, cooler pads, pumps and parts, Call Swede 2173, Ramon Trading Post.

MOVING AND STORAGE 19 SUMMER TRAILER STORAGE Inside, 21,000 sq. ft. Space, \$10 per month. Will tow. Full coverage ins. in transit. Ph. San Jacinto 8811 Rev. chg. Gilman Hot Springs, Calif. Garage.

SITUATIONS WANTED 25 EXPERIENCED practical nurse, companion for adult or child. Drives own car. Best references. A. W. Kinsley, Moronga Valley.

PAINTING: Roof, house, trailer, by Desert's expert painter. A-1 local reference. Reasonable rate. Ph. P. S. 5887.

BABY SITTER, reliable, ex-kindergarten teacher, own car. \$1 per hr. Miss Scott, Ph. 7601.

WORK WANTED laying cement blocks by experienced man. Ph. 5435, LEE GRANNIS.

PAINTER—Interior and exterior. Free estimates. Reasonable. Immediate service. Ph. 7905.

WANTED. Part-time general maintenance work and odd jobs, year round. Ph. 2341.

PAINTING, decorating, paper hanging, very reasonable. Free estimates. Ph. 2341 or 2-4402.

## Exclusive IN Palm Springs

## Mortarless Block

## CAN BE SEEN AT

974 SAN LUCAS RD.

RELIABLE PERSON with local references will take care of your place while you are away this summer. Box 190 - File T4 or Phone 2392.

NEED A JOB?? All types now available. See JANE D. BROWN P. S. Employment Agency 156 N. Indian Ave.

DEPENDABLE, EXPERIENCED teacher wants care of children during summer. If interested write Box 190, File X-1, this paper.

COUPLE with 5 years experience operating own place want management of court or apartment. Man has responsible local position. Ph. 5347.

## Help Wanted 27

SALESMAN WANTED Permanent position. Guarantee to right man. Sell both new and used cars and trucks. Apply in person. High character references required. STACK CHEVROLET, 330 E. Sunny Dunes Rd.

SECRETARIAL — BOOK-KEEPING. Highway construction office. Year round employment for dependable person. Pleasant disposition. Write fully. Box 74, Palm Springs.

OPENING FOR ONE experienced broker. Centrally located Real Estate office. See Guy Anderson, 464 N. Palm Canyon Dr. Phone 5417

MAN and wife, who are permanent residents, to operate fountain and ice cream store. Box 190, File X-3.

HOUSEKEEPER, white, Permanent, live in, 2 children. Salary subject to discussion. Summer at Arrowhead. Phone 6875.

HANDY MAN, maintenance, repairs, trailer park - \$100. per month & cottage. P.O. Box 317, Cathedral City.

REAL ESTATE Salesman in active office. Phone 5373, James W. Hammond, Realtor.

FREE EMPLOYMENT OFFICE 215 North Indian Avenue

## Business Opportunities 29

## LAKE TAHOE

Stores for rent or lease. Suitable for dress shop, dry goods, variety. Best business spot at Lake Tahoe. LAMPSON'S Trading Center, LAKE TAHOE VALLEY, CALIFORNIA, or Contact Frank Dexter, Desert Inn Barber Shop.

LAKE ARROWHEAD — cocktail lounge, living quarters. Beautifully decorated. Well established full capacity business, summer season. Underpriced for quick sale due to other business interests. \$19,500, plus inventory. Terms. Call owner, Palm Springs 4022.

LOANS ON REAL ESTATE No monthly payments required on Principal. Free appraisal. Diminishing interest.

MUNHOLLAND & CO. 431 N. Palm Canyon Dr. Ph. 3673.

BEAUTY SALON, center of business District, Beach town. Low rent, good lease. Living quarters. Same owner 5 years. Reasonable. Write to Frankie Cocker 123 Main St. Seal Beach Calif.

BEAUTY SHOP, Best location. Owner in ill health. 6 booths, fully equipped. \$1000. 1/2 cash. Phone Banning 4931 or 6631.

## Business & Financial 30

FINANCING WANTED. WELL SECURED Have 2 Income Lots, (R3) choice Rental location; Plans for 12 Units per lot; wish financing on one, other for sale, or to apply. Box 190, File S3.

MONEY to Loan on Real Estate. No monthly payments required. MUNHOLLAND & COMPANY 431 N. Palm Canyon

PRIVATE PARTY WILL BUY 1st and 2nd Trust Deeds at small discount. Box 190, File M 8.

## Lots & Acreage 33

LAKE ARROWHEAD — 7 unit Lodge. Furnished, 4 apartments, 3 rooms, 4 years old. Income \$4,500. P. O. Box 413, Lake Arrowhead. Price \$35,000.

OCEAN FRONT home 3 bedroom, 2 baths, fireplace, 80x170 ft. \$18,500. Terms. Owner W. J. Peppert, Anchor Trailer Park, Costa Mesa, Ph. Bea. 5930.

6 RENTALS, \$15,000 down, 5 fireplaces, 5 kitchens, pool, top location, owner encourages offer. See Claude, 423 N. Palm Canyon, phone 3311.

NEW 5-ROOM home, fireplace. Large fenced lot. South side. Bargain Price \$12,900. 1471 San Lucas Rd. Ph. 4211.

6 BUILDINGS 25x150 feet, frame construction. Gunite exterior. Contains 42 dwelling units. 2058 E. Ramon Rd. Phone 2238.

LAGUNA HOME, Ocean front, 3 bedrooms, 2 baths, \$34,500. Courtesy to brokers, 31505 So. Coast Highway, So. Laguna.

BEST BUY IN TOWN. Best offer takes 4 bedroom duplex. Close in. \$5,000 handles. 557 Calle Roca.

\$5950 ATTRACTIVE bungalow. Potential income, easy terms. Ph. owner Desert Hot Springs 807.

TRIPLEX—Owner will sacrifice. Completely & attractively furnished. Ph. 24511.

\$23,500 FURNISHED DUPLEX. NICE LOCATION. PHONE 24502

FURNISHED Mountain Cabin. Reasonable. O. Myers, Orchard Trailer Pk. after 6 p.m.

INDIO, cottage and six small cabins. Hardy Charles, owner. 807 N. Citrus St., Los Angeles.

25 Real Estate—For Sale

35 Real Estate—For Sale

35 Real Estate—For Sale

35

### DON CAMERON SAYS

BRING YOUR CHECK BOOK

\$2,000 AN ACEE buys ideal exclusive hotel or residential site. Near Thunderbird. 5 acre piece. Level, piped, water.

\$10,850. VERY ATTRACTIVE 1 bedroom desert home. Good terms. Lot 120x160.

PRODUCING RANCHES. \$30,000 to \$500,000.

HOMES. \$7,500 to \$40,000.

### DON CAMERON and ASSOCIATES:

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Phone 8-4932 and 8-4411

Next to P.O. in Rancho Mirage

### Rare Income Opportunities

15 Beautifully furnished units. Heated swimming pool on 133' x 250' lot. Room to build 15 more units and stores. Down payment can be arranged. Mutually agreeable. DON'T MISS THIS.

SEE Rose Rosenberg

Personalized Service Proven Satisfied Clients

Associate

PALM SPRINGS REALTY CO.

DEL TAHQUITZ

HOTEL LOBBY

316 S. Palm Canyon Drive

Phone 5426 Eve. 5477

INDUSTRIAL Properties for sale or lease. Will build to suit.

Good buys in residential lots. 1 lot 60x100 \$1,750. 1 lot 112x108 \$3,000. See JOHN W. WILLIAMS or associates, 423 N. Palm Canyon Dr., Ph. 3311.

TWO-BEDROOM house in Tahquitz River Estates. Tile construction, steel sash, double garage. Total purchase price, \$14,750, nominal down payment will handle.

See JOHN W. WILLIAMS OR ASSOCIATES 423 N. Palm Canyon Dr. Ph. 3311

IF A GOOD BUY IN CATHEDRAL CITY WE KNOW IT

Homes • Lots • Income

Real Estate Brokers

Ruth Biles • M. H. Blakeley

Glenn & Edway - Cathedral City

\$7,500—Small, modern house on one acre, large living room, sleeping alcove, fireplace. . . Many good features. Overlooks Tamarisk Country Club. Owner, 83244.

BANNING, 3 bedroom home, complete electric kitchen, patio, garage, trees, landscaped, fenced, sewer. Shown by appointment. Banning, 4773, 1131 North Hermosa.

CABIN in Nightingale on road to Idyllwild. 2 Acres of ground, guest house, garage, plenty water, butler's pantry. See PAVNYS, 1001 So. Palm Canyon Dr. Ph. 7342.

LAKE ARROWHEAD — 7 unit Lodge. Furnished, 4 apartments, 3 rooms, 4 years old. Income \$4,500. P. O. Box 413, Lake Arrowhead. Price \$35,000.

OCEAN FRONT home 3 bedroom, 2 baths, fireplace, 80x170 ft. \$18,500. Terms. Owner W. J. Peppert, Anchor Trailer Park, Costa Mesa, Ph. Bea. 5930.

6 RENTALS, \$15,000 down, 5 fireplaces, 5 kitchens, pool, top location, owner encourages offer. See Claude, 423 N. Palm Canyon, phone 3311.

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LAGUNA HOME, Ocean front, 3 bedrooms, 2 baths, \$34,500. Courtesy to brokers, 31505 So. Coast Highway, So. Laguna.

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TRIPLEX—Owner will sacrifice. Completely & attractively furnished. Ph. 24511.

\$23,500 FURNISHED DUPLEX. NICE LOCATION. PHONE 24502

FURNISHED Mountain Cabin. Reasonable. O. Myers, Orchard Trailer Pk. after 6 p.m.

INDIO, cottage and six small cabins. Hardy Charles, owner. 807 N. Citrus St., Los Angeles.

### MURIELE FULTON

REALTOR

HOMES

\$11,500—2 bedroom, 2 bath home located fully in developed district. This is a chance to buy on low down payment.

\$18,500—3 bedrooms, 2 1/2 baths, partly furnished, sheltered district.

\$21,500—Brand new unusually attractive 2 bedroom home, completely furnished in latest style, with unit heater, air conditioned, double garage, huge deep freeze, and wash machine included. Landscaped and partly walled. Beautiful view. Good district developing rapidly. One of the best new homes on the market at the price. Terms.

\$48,500—Las Palmas Home, 4 bedrooms, 4 baths on corner lot, walking distance to shops, completely walled, A-1 construction, hardwood floors, furnace heat, air cond. All large rooms. Screened porch across entire south side overlooking garden. Basic furniture. This is a genuine bargain and could not be replaced for many thousands more than the asking price. Terms easy.

\$75,000—Unique and attractive income property 1/2 block from Desert Inn and across from Oasis Hotel. 4 large units of living room, bedroom and bath, dining alcove and regular size kitchen; 1 extra hotel room and large utility room and office which could be converted into additional unit. Room for 4 additional units on lot. Newly decorated and furnished. Heated swimming pool. Commands high rental rate. \$35,000. First Trust Deed payable \$3000 per yr. makes purchase easy. Owner will consider trade for equity.

\$37,500—Duplex suitable for real home with income. Cor. lot in residential district. Eight rooms, 3 baths, 2 fireplaces. Walking distance and in most sheltered area.

Ask for our list of other fine income properties.

### Muriel E. Fulton

REALTOR

482 N. Palm Canyon Dr.

P. S. 2226 or 2225

Frances Wilson • Ernie Dunlevie

Frances Elliott • Sharpe Butler

Associates

### REAL ESTATE SPECIALS

Exclusive Listing: Tennis Club area three bedroom, three bath, completely furnished house with swimming pool. A bargain if there ever was one at \$35,700

Exclusive listing: Tahquitz River Estates three bedroom, two tiled baths, partially furnished home. Lots of glass; sunny south patio. Will sacrifice for only \$21,500

R-3 Lots: Two adjoining income lots with 200' frontage in A-1 location. Fine development all around this property. Cash out these lots at \$5,000 each.

COURT: New and handsomely furnished 12 unit hotel hollow tile construction, 20'x40' swimming pool. Walled and beautifully planted. Best location in Palm Springs. \$33,000 will handle; balance on convenient terms.

BOGGESS, Incorporated

Penthouse 31, The Plaza

Phone 2971

Fred Jamison, Associate

### VISTA

6 MILES from Ocean—7 acres—all or part lemons and figs. Attractive 2 bedroom home, beautiful view—Owner being transferred.

L. W. BALDWIN RT. 3, BOX 450 PHONE 3183

BY PRIVATE PARTY, direct to purchaser: On Hill-top, 3 bedroom home, Guest Cottage, 3 baths, large garage, patios, all walled-in. Gorgeous landscaping, fruit trees. Large grounds with unobstructed view of the Village, and the whole Valley. Furnishings included. \$28,500. Owner, P. O. Box 603, Palm Springs.

OWNER MUST LEAVE TO ASSUME OTHER BUSINESS OFFERING FOR QUICK SALE 2 Bedroom - 2 bath home plus 10 rentals, 8 with kitchens. 20x40 pool. Good close-in location. Approx. \$30,000 gross. A sound investment at \$100,000. Easy terms.

MODERN LAS PALMAS HOME 4 B.R. - 4 Baths. Mahogany paneled den, 2 fireplaces, 2-car Garage. Streamlined kitchen. Artistically landscaped. Various fruit trees. Walled in privacy. One of Palm Springs choicest homes offered for \$48,500, with wall to wall carpeting.

SPANISH HACIENDA AND GUEST HOUSE Comprising 4 bedrooms, 3 baths. Large liv. rm. Fireplace. Dining Room, lovely lanai, sun deck, badminton court, nicely landscaped and fully walled. Completely furnished. Room for Pool. Low down payment. \$21,500 firm price.

ATTRACTIVE SEASONAL BUY New and charming, easy housekeeping home, 2 bedrooms, 1 1/2 baths. Ideally located on Sunrise Way with gorgeous views. . . Many unusual features. An excellent value at \$13,950.

SEVERAL choice R-3 Lots 100x105 top location from \$2100 to \$2500.



Real Estate—For Sale 35

**Peter B. Sheptenko**  
OFFERS THE BEST BUYS IN  
PALM SPRINGS REAL ESTATE

**SHOWPLACE . . .**  
RAMBLING TROPICAL MOD-  
ERN! OPEN 10:00 to 4 p.m.  
Daily. Sec. 780 VIA MONTE  
VISTA . . . GLORIOUS  
SETTING, GLAMOROUS PAN-  
ORAMIC VIEW . . .

**A SPACIOUS & BEAUTIFUL  
HOME**  
4 bedrooms & 4 baths complete-  
ly FURNISHED. . . over \$3,000  
alone spent on a VIEW LANAI  
ROOM all glassed-in . . . ad-  
joining large POOL and BAR-  
BQ setup, in picturesque gar-  
den. OWNER LEAVING, must  
sell. \$27,500 TERMS.

**THIS IS OUR EXTRA SPECIAL . . .**  
A COMPLETELY & SMARTLY  
FURNISHED. . . Brand new  
RAMBLING RANCH HOUSE . . .  
many extras. . . 4 spacious  
bedrooms (3 open to garden)  
on large walled-in lot nicely  
landscaped and only \$23,500.

**\$22,000 HOME with POOL . . .**  
SACRIFICE . . . SMARTLY  
FURNISHED 3 bedroom & 2  
bath home, with lovely LANAI  
room on large landscaped  
walled lot. Two car garage.

**\$14,750. VERY DESIRABLE. VERY  
ATTRACTIVE. . .** new, nicely  
FURNISHED 2 bedroom 1½  
bath home EVERY MODERN  
CONVENIENCE, good lot, fine  
view . . . TERRIFIC BARGAIN.

**DARLING HOME on 3½ ACRES**  
right in Palm Springs and only  
\$13,500. . . A TREMENDOUS OP-  
PORTUNITY FOR A WISE IN-  
VESTOR . . .

**\$8,500 LITTLE DOLL HOUSE**  
a completely FURNISHED 2  
bedroom, 1 bath, with laundry,  
car-port, nice lot. TERMS.  
HURRY ON THIS ONE.

**TRIPLEX, home & 2 units \$26,500**  
**TWO DUPLEXES on 2 lots \$28,500**  
**5 UNITS brand new . . . 26,500**  
**5 UNITS furnished . . . 31,500**  
**6 UNITS or will trade . . . 45,000**  
**14 UNITS . . . TOP location 75,000**

**DESERT  
PARADISE**

an ULTRA SMART HOLIDAY  
HOUSE DESIGN in lavish nat-  
ural setting, 225 Ft. Frontage,  
6 bedrooms 5 baths, 2 Garden  
LANAI Rooms, 4 fireplaces, 2  
patios, private sundeck, Furn-  
ace heat, air conditioning,  
Large heated and filtered  
POOL, night lights, 9 water  
shares. Wonderfully casual,  
yet impressive. IMPORTANT  
FURNISHINGS THROUGHOUT.  
Reduced to \$79,500. Excellent  
TERMS or WILL TRADE.  
See: 789 VIA MONTE VISTA  
where living takes on a new  
meaning.

**Peter B. Sheptenko**  
THE PIONEER REALTY CO.  
OF PALM SPRINGS  
475 N. Palm Canyon Drive  
Phone 2727

ASSOCIATE BROKERS  
BILL HEISER  
Frank McCready Mike Jekyll

**TERRIFIC MOTEL  
OR TRAILER SITE**

18 acres on corner. Nothing  
like this on the desert. Can be  
developed or held short time  
for fine capital gain. Near  
large investments, 350' on  
highway No. 111 and over 1000'  
on lateral highway. Ideal for  
small business development  
and motel. Level and ready for  
building. \$9,000 cash down and  
balance over ten years. Own-  
er needs cash.

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REALTOR**

482 N. Palm Canyon Dr.  
P. S. 2226 or 2225

**YOUR LAST CHANCE**  
to buy on E-Z terms one of the  
4 remaining unsold OUTPOST  
ESTATES homes at no in-  
crease in low liquidation price  
of \$10,950, including terms  
and swimming pool member-  
ship. Buy NOW to enjoy beau-  
tiful desert weather during  
May and June, and get set for  
next season, as there will  
never again be another offer-  
ing like this.

**PALM SPRINGS OUTPOST  
ESTATES**  
Located on Ramon Road  
4 miles East of Palm Canyon Dr.  
Los Angeles Office:  
3116 Valhalla Dr., Burbank  
ROckwell 9-2179

**40 ACRES with oil rights near**  
oil leases. High ground in pro-  
tected cove, rolling hills, lots  
of flat land, trees. Ideal for  
summer or winter—Dude or  
golf ranch. Water and power  
available, roads. Only \$1950.  
Terms, P.O. Box 1453 P. S.

**NEW 3-bdr., 3-bath, 2 firepl.,**  
bqb, in kitchen. lge. rum-  
pus rm. or separate apt. ½ lot to  
beach. O'looks beach club &  
No. shore. \$52,500. Owner. L. A.  
SU-24286.

Real Estate—For Sale 35

**FOSTER  
FEATURES!**

**DISTINCTIVE NEW  
TAHQUITZ RIVER ESTATE  
HOME**  
\$5000. less than adjacent prop-  
erties. 3 bedroom 2 tiled  
baths - carpeted - drapes -  
fireplace - landscaped and  
fenced. Price \$17,995. Down  
payment \$7,995.

**HOME AND INCOME  
UNDER ONE ROOF**  
Triplex - unfurnished - new -  
spacious. Each unit contains  
living room - bedroom - kit-  
chen - dining area and tiled  
bath. Service porch and patio.  
Open for your inspection daily  
at 522 Mountain View Drive.  
Price \$24,000.

**DRASTIC REDUCTION**  
To settle estate - This beauti-  
ful home being sacrificed. Liv-  
ing room - fireplace - 3 bed-  
room - 3 bath - Lot 120X135 -  
Double garage. Located in the  
desirable south end district.  
Most reasonable terms. If in-  
terested in a well located high  
grade home see this at once as  
it will be sold quickly. \$26,500.

**FOSTER &  
ANDREWS, Inc.**

101 N. Palm Canyon Dr. Ph. 3555

**MODEL HOME  
With  
Swimming Pool  
Only \$18,000**

**AN ARCHITECTURAL GEM**  
**SECURED PATIO**  
**UNOBSTRUCTED VIEW.**  
**COMPLETELY FURNISHED**  
**A REAL "PICK-UP"**

**SEE  
THE CLARKS  
68-762 BROADWAY  
CENTER OF CATHEDRAL CITY  
PHONE 8-4691  
with W. R. Hillery, Realtor**

**IN BEAUTIFUL  
MERITO VISTA**  
Exceptionally well furnished  
home with large grounds nice-  
ly planted Large living room  
with fireplace - dining room.  
Large glassed-in lanai. Master  
bedroom is large with  
dressing room and bath as is  
guest room. Den with bath.  
Kitchen is very nice with ser-  
vants' quarters adjacent. Patio.  
Furnace and water softener in  
basement. 3-car garage. \$55,000  
takes this - terms. . . Shown  
by appointment.

**FRANK MILLER**  
ASSOCIATES  
Arch Noble Marie Belyea  
Gordon Nicholson  
428 N. Palm Canyon Dr. Ph. 2929

**CATHEDRAL CITY**  
**NEAT 1 bedroom furnished, wood**  
floors, garage, close in \$5500.  
**ALMOST new duplex, excellent**  
condition. Room to expand.  
Low price \$11,500. EZ Terms.

**COZY, 2 bedroom, close in, car**  
port, cooler, furnace, patio.  
Reduced to \$6850—\$1500 down.

**3 BEDROOM furnished 2 bath**  
nice district, TV area. Good  
value 100' lot \$10,500 terms.

**HILLTOP view homesite \$2,750.**  
4 B.R. 4 BATH Las Palmas Estate  
home, new wall to wall carpet  
& new drapes thruout, beaut.  
property priced to sell.

**RANSOM REALTY CORP., 884**  
N. Palm Canyon Dr. Tel. 2793,  
4604, 4301."

**OWNER MUST SELL**  
Unusually attractive 2 bed-  
room, one year old, nicely  
furnished, including freezer.  
Beautiful picture windows.  
Sweep perpetual view valley &  
mountains. TV area. Reduced  
to \$14,750 for quick sale, phone  
MITCHELL 7924, or 2701.

**BANNING. Well constructed 2-**  
bedroom home. Northern sec-  
tion. Lawn, trees, completely  
walled. Hardwood floors. Ve-  
nean blinds. central heat.  
Excellent TV. Price reduced to  
\$11,000. Owner at 1425 Sunny  
Dunes.

**NICE Home, tile roof, steel case-**  
ments, walled, South end, be-  
low cost. Partly furnished.  
\$17,500. Terms. 173 Palo Verde.

**NEW attractive, 3 room home**  
and guest house. Large lot  
Fine location. \$15,750. Phone  
2842—457 N. Palm Canyon Dr.

Real Estate—For Sale 35

**LAS PALMAS  
SACRIFICE**

5 BED. HOME, 4 baths, walled  
lot 150'x150' large liv. room  
with fire, din. room, double  
garage, furnace heat, air cond.  
Com. furn. Many fine citrus  
trees and shrubs. Walking  
distance to shops. Completely  
sheltered area. Modern and  
ready for immediate occu-  
pancy..

**OFFERS CONSIDERED!!**  
If you are looking for an end-  
of-the-season bargain, see this  
fine home!

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MURIELE FULTON  
REALTOR**  
482 N. Palm Canyon Drive  
Palm Springs  
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**NICHOLS  
SPECIALS**

**BARGAIN - SACRIFICE**  
Bring your check book. R-3  
lot - 1½ blocks from Indian  
Ave. 100X105. Price only \$2100.

**RESIDENTIAL LOT on West**  
side Palm Canyon Dr. 100X128.  
Price only \$1850.

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REALTOR**  
861 N. Palm Canyon Drive  
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L. S. Pritchard—E. A. Banning  
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**10 UNITS  
\$59,000**

**ESQUIRE**  
**HOTEL APTS.**  
Palm Desert, Calif.  
Or See Your Broker

**SOMETHING DIFFERENT**  
A New 2 bedroom, 2 bath  
home, large living room. Ar-  
cadia doors opening on patio.  
Large glassed-in lanai. View  
lot 100x175. Priced to sell  
quick. See it at 2423 TUSCAN  
Rd.

**Exchanges 36**  
**BIG BEAR LAKE — 12 lakeview**  
lots 1000' Bus Depot & Ski-tow  
Ideal motel, trailer park. Value  
\$5000. Clear. Take Tr. Deed,  
equity, used cars or? Ph. San  
Bernardino 820519.

**WANT clear Palm Springs home**  
or duplex as down payment on  
9 units—Laguna Beach, carry  
balance. Cotter, 3538 Wilshire  
Blvd, Los Angeles.

**Real Estate Wanted 37**  
**FINE HOME, new or like new, 3**  
bedrooms-2 or 3 baths-Heated  
pool - Southern part of town.  
Phone Long Beach 4-1884 Mrs.  
J. M. Soss, 4334 Myrtle Avenue,  
Long Beach, Calif.

**MOTEL and Pool—12 to 20 units**  
with low down payment. Ex-  
perienced substantial operator.  
Cotter, 3538 Wilshire Blvd, Los  
Angeles.

**FOR QUICK ACTION**  
List your property with Adolph  
Israel, Real Estate Broker, 671  
N. Palm Canyon, Ph. 2981.

**Business Rentals 38**  
**BUILDING approximately 30X40**  
in Banning. Ideal for trailer  
repairing, light manufacture  
etc. Mr. Watkins, 1065 E. Ram-  
sey, Banning, Calif.

**AVAILABLE JUNE 1st. Desirable**  
Store room. Heart of Palm  
Canyon Business District. In-  
quire Mr. Becker, Bella Vista  
Hotel, 476 N. Palm Canyon Dr.

**Wanted to Rent 39**  
**WANTED—Cabin at Idyllwild**  
for 6 months. Suitable for  
young bachelor who wants to  
do some deep studying. Box  
190—File S-5.

**FURNISHED residence on yearly**  
basis. Minimum 2 bedroom,  
1½ baths, excellent character  
& bank references. Days 2042  
Eve. 5560.

**GUEST HOUSE or studio apart-**  
ment. Swimming privileges.  
Responsible couple. Perma-  
nent. Box 190, File T-5.

**2 BEDROOM furnished home**  
with pool for summer months.  
Box 190, File T-9.

**PRIVATE ENTRANCE and bath,**  
colorful; good beds; good dis-  
trict; quiet. Phone 6921.

**BEAUTIFUL room. Private en-**  
trance. Air conditioned. Show-  
er. Ph. 4834.

**LARGE light housekeeping room.**  
Private bath and entrance, 595  
Calle Palo Fierro Ph. 4851.

**LOVELY SMALL ROOM, 1 block**  
to town, now \$25 per month.  
Ph. 2-6923.

Rooms For Rent 40

**SINGLES, doubles, \$7.00 weekly.**  
\$30 monthly, up. Adults. Kit-  
chen privileges Near airport.  
Phone 9973.

**Apartment for Rent 43**  
**2 LOVELY Furnished apart-**  
ments in duplex. Rent cut to  
only \$69 per month for perma-  
nent tenants. Ideal location.  
Marvelous deal. Swimming  
pool privileges. 71272 & 71278  
Culver Dr. Ph. 8-3361 Rancho  
Mirage, Calif.

**SUMMER RATE, 2 bedroom**  
apartment. Large living room,  
kitchen, bathroom. All tile, all  
electric. Private lawn. Beauti-  
fully furnished. Air cooled  
Ph. 9905 or call at VISTA DEL  
ORO 261½ Avenida Ortega.

**CASA Marguerita, hotel and**  
apartments, air conditioned,  
water, heat, reasonable rates,  
centrally located, children  
okay. Open all year 336 Paseo  
El Mirador. Ph. 25682.

**UNDER new management, 4½**  
cooled, kitchen apartments, \$15  
per month. Bedrooms with pri-  
vate bath, \$35 per month, 954  
E. Ramon Rd.

**DE LUXE kitchen apartments, 1**  
and 2 bedrooms, twin beds,  
air condition, heated pool.  
Panel ray heat. Near Safeway.  
528 So. Camino Real, Ph. 2837.

**PACIFIC APARTMENTS — mod-**  
ern studio apartments and ho-  
tel rooms. Daily, weekly and  
monthly rates. Tamarisk and  
Palm Canyon. Ph. 9095.

**SPACIOUS 1-bedroom apartment,**  
gas heated, air cooled, beauti-  
fully furnished. Private pool  
and patio. Summer season or  
yearly. 970 Farocella Place.

**IN COOL Beaumont, large fur-**  
nished 1 bedroom apartment.  
Adults, \$75.00, 1038 California  
Ave, Tel. 3932.

**NICE MODERN furnished apart-**  
ments. By month or on lease.  
Summer rates. Close in. Call  
Catherine Miller, 25681.

**\$10 WEEK and up. Rooms and**  
apartments. Center of town.  
Use of heated pool. Ph. 2957.

**COZY 2 room apartment. Private**  
entrance. Ph. 4054. 1395 Gran-  
via Valmonte.

**FURNISHED Apartment month,**  
or year. Ph. 24502.

**Houses for Rent 46**  
**FOR LEASE FURNISHED, LA**  
QUINTA, 3 bedroom, 2 bath  
home. Bring your clothes -  
everything else is there. Linen,  
silver, dishes, water heater,  
toaster, iron, etc. Cooler. Nice  
yard, garden furniture. May  
1st to Dec. 31st. Phone La Quinta  
9-3169.

**3 BEDROOM, 2-bath home com-**  
pletely furnished. Available  
June 6 for three months. \$300.  
per month. Mrs. D. E. Henry,  
1533 Pendleton Rd. Coronado,  
Calif. Phone Henley 3-8608.

**FURNISHED 2 bedroom, 2-bath**  
home in La Crescenta. Owner  
leaving for Europe will rent  
for 6 mos. or more at reason-  
able price. Ph. Palm Springs  
25765.

**3 BEDROOM furnished house,**  
June July, August to responsi-  
ble adults. New cooler. Near El  
Mirador. Nominal rent. Phone  
4893 evenings.

**BANNING—\$100 month. New 2-**  
bedroom home, furnished. One  
of the finest rentals. Yard  
cared for. Available May 4.  
Adults. 1221 W. Williams.

**TWO BEDROOM HOME in north-**  
west section of the Village,  
partially or fully furnished.  
See JOHN W. WILLIAMS, 4231  
N. Palm Canyon Dr. Ph. 3311.

**2 SMALL FURNISHED houses,**  
separate. One at \$50 per mo.  
and one at \$40. CLARK, 762  
Broadway, Cathedral City.

**BEAUTIFUL 3 bedroom, 3 bath,**  
good cooling. Smartly fur-  
nished - walled large lawn.  
Half price. Ph. 6921.

**SPACIOUS 2-BEDROOM HOME,**  
FURNISHED, 913 Mel Ave,  
Palm Springs. Call Banning  
6494.

**2 BEDROOM furnished house.**  
Large cooler, \$50 month for  
summer. Adults 321 Marcus  
Rd. Ph. 26341.

**Trailer Rentals 49**

**NICE 30 ft. 3-room trailer with**  
good cooler and large private  
yard. Very reasonable to re-  
sponsible person. 386 S. Indian  
Ave. rear.

**Household Goods 50**

**NEW AND USED  
LAWN  
FURNITURE**  
METAL AND REDWOOD  
MOST ANYTHING AVAILABLE

**STACOAT PAINT —Rubberized**  
oil base. Interior and exterior.  
COOLERS SERVICED — Parts  
and pads available.

**You'll find real bargains at**  
Stella and Swede's  
RAMON TRADING POST  
Corner of Ramon & Sunrise Way  
Phone 2173. P. S.

**We buy and sell and accept**  
on consignment. Discount to  
apartments and hotels.

40 Household Goods 50

**MATCH stick bamboo for trav-**  
erse drapes 20c ft. Rattan wall  
planters \$2.98 up. Chinese mat-  
ting 36" wide, \$1.50 per yd.  
Rattan and Chinese peel din-  
ette or bridge tables \$10 up.  
Peel and Rattan chairs \$5.95  
up. Folding aluminum and  
canvas chairs \$7.95. Drop leaf  
chrome utility table \$24.50.  
Chrome and plastic dinette  
chairs, \$8.95. Chrome exten-  
sion dinette tables \$29.95 up.  
Table model radios \$19.95 up.  
Chest of drawers, some ugly,  
some beautiful @ \$15 up. Coffee  
and end tables by Mansion  
House, Glenn of California,  
Brown-Jordan Lightfoot stud-  
ios, \$25 up. Also some junk  
by Joe Bloke @ \$5 up. Plastic  
covered crib mattress \$7.95.

**Maher's Furniture**

**NORTH PALM SPRINGS**  
Dillon Road—5½ miles out  
Indian Ave towards D.H.S.  
PHONE D.H.S. 156

**MAHAGONY DESK, overstuffed**  
davenport - very reasonable.  
Phone 24175

**HOT POINT Electric Stove. Ex-**  
cellent condition. Deep well  
cooker. Ph. 2886.

**"7 CU. FT. General Electric Re-**  
frigerator, guaranteed. Phone  
4604."

**PROVINCIAL maple "sideboard**  
hutch, very reasonable. Ph.  
5535.

**GENERAL ELECTRIC REFRIG-**  
ERATOR, LIKE NEW, 525 S.  
CALLE ENCILIA.

**Trailers For Sale 51**

**AIRSTREAM all riveted Aircraft**  
Aluminum construction. Light-  
est on the road 15' to 32' \$1495.  
to \$5200.

**We trade for used trailers - all**  
sizes.

**TRAVELEZE TRAILERS electric**  
or Putane equipped 21' and 24'  
\$1825.00 to \$2365.00.

**Also used trailers \$125.00 up.**

**Auto Trailer Exchange, Inc.**  
1065 E. Ramsey St.  
Banning, Calif.  
Phone 3823

**27' CONTINENTAL TRAILER.**  
Beautiful interior, new frigida-  
ir, deluxe apt. gas stove.  
Well insulated. New paint ext.  
Tropical Roof, awning \$1445 to  
cash buyer. D. Behnke, Sunny  
Cove Trailer Park, Cathedral  
City.

**END OF SEASON BARGAIN.**  
Save \$1000. '51 Pan American,  
30 ft. with Ramada and Car-  
port. See Mrs. Kester, Rancho  
Trailer Park.

**SAVE OVER \$500 on this 1952.**  
26 ft. House trailer. Raised  
roof. Island bed. Everything.  
Box 190, File T-6.

**CABANA WITH BATH**  
\$805, CASH  
PHONE 5562 EVENINGS

**SMALL House Trailer. Good con-**  
dition. A bargain! 17088 Keith  
St. North Palm Springs.

**COMPLETE trailer and 2 room**  
cabana home, furnished.  
\$850 or trade for car. Ph. 7133.

**Trailers Wanted 52**

**NEED OF GOOD used large fa-**  
mily house trailers. See Wat-  
kins, 1065 E. Ramsey, Ph.  
Banning 3823.

**Trailer Space 53**

**CABANA LOTS  
FOR LEASE**  
50 x 60  
Above beautiful sunny  
SUNAIR, CATHEDRAL CITY  
10 YEAR LEASES  
A Desert View in a Protected  
LIMITED NUMBER OF LOTS  
AVAILABLE  
Thomas R. Campbell Ph. 84372

**IDEAL SUMMER TRAILER PARK**  
Beaumont's newest. Cool-  
clean—Exclusive. Individual  
sewage accommodations. In-  
spection invited.  
Poppy Trail Trailer Court  
East of City Limits  
Beaumont, Calif.

**Miscellaneous For Sale 60**

**I HAVE A LOT of old furniture**  
cheap. Suitable for outside or  
repair, also old cooking stove  
and washing machine. See:  
CEO. RASMUSSEN SMOKE  
TREE RANCH STABLES.

**SOFT DRINK Cooler. American**  
Vendor-fits any size bottle, lo-  
slot. In perfect shape. Cost 1  
year ago, \$378. Will sell at  
sacrifice \$225. Smoke Tree  
Ranch Stable.

**COOLER, 11,000 unit. Brand**  
new. Still carried. Westing-  
house motor. Sell at dealer's  
cost. Private party. Phone  
4375.

**FREEZE-MASTER, about 9 cubic**  
feet. Good condition. \$125.  
Mitch's Charcoal Broker, Ca-  
thedral City. Ph. 8-3583.

**BUILDING material, copper pipe,**  
boiler, hardware, steel closet  
doors, wiring. Call Keighley,  
76-2763, Palm Desert.

**FRESH STRAWBERRIES**  
By the crate, for canning or  
freezer. Phone 83393, 8 A.M. -  
6 P.M.

Miscellaneous For Sale 60

**BUILDING  
SUPPLIES**  
"To meet your every need"  
**DILL LUMBER CO.**  
JOHN M. WOOD, Mgr.  
679 So. Palm Canyon Dr.  
2758 - Phone 2759  
OPEN SATURDAYS

**USED, LARGE SAFE AND PIANO**  
ALSO NEW BAMBINO SHADES,  
ALL SIZES, PARTS AND SER-  
VICE ON ALL UTILITY COOL-  
ERS.

**PAVNYS**

1001 S. Palm Canyon Dr.  
Phone Palm Springs 7342

**KODAK 35**  
Range Finder—Carrying Case  
—Flash Unit—Exposure meter  
—Filter—All in good condi-  
tion. List \$110. Sell for \$65.  
Ph. 8-4108.

**RADIO - R.C.A. Victor portable,**  
AC or battery, fine for mount-  
ains, like new. Lot D3, Palm  
Springs Trailer Village.

**Pets-Poultry-Livestock 65**

**SADDLE HORSES AND SAD-**  
DLES. Am selling out every  
horse and saddle. If you want  
a good



## CATHEDRAL CITY NEWS

By Mrs. Paul Clark

Phone 8-4691

## Lions Election

Cathedral City Lions club will hold its annual election of officers at tonight's dinner meeting to be held at the Town Hall. President John Danchak is providing one of his famous steak dinners for tonight's meeting. Lion Sam Arner, recently returned from an extended tour of Mexico and Central America, will present a program of colored slides of his travels. President Danchak reports that the annual installation of officers and Ladies Night will be held at the Chi Chi Starlite Room on the evening of May 8. An outdoor breakfast in Sunair Park is scheduled for Sunday morning May 4. Lion Charles Martin is chairman of arrangements. All Lions, families and friends are invited he says.

## Red Cross Drive

Mrs. Agnes Wilbor and Mrs. T. M. Powell, Red Cross co-chairmen of the Cathedral City Woman's club announce that next Saturday has been designated for a special drive for relief of the victims of the devastating floods in the Missouri and Mississippi River valleys. They are asking for volunteers for the various tables to be set up in the Cathedral City Post Office, Desert Bank, Cathedral City Grocery Store, and the Post office in Rancho Mirage. A special meeting was held Monday in Palm Springs to co-ordinate the Red Cross work in this area.

## Prepare Memorial

Uno Palo-Kangas the sculptor who is preparing the monument honoring Prof. James Kyle to be erected in Cathedral City's Sunair Park, reports that his part of the work is about completed. Harry Watts Cabinet Shop has this week completed the complicated moulds for the concrete which will form the main structure. The bas relief of Prof. Kyle, the marble inscription and decorations which Mr. Palo-Kangas has created are ready and Howard Deeson, cement contractor, will pour the mixture within a few days. The formal unveiling in the park will be announced in an early edition. Much of the work on this project has been volunteer and the funds necessary have been contributed by the Lions Club, Woman's Club and the Chamber of Commerce.

## School News

Yesterday evening the pupils and teachers of the Cathedral City School held open house, with the pupils of each room acting as host and hostesses to their parents and friends. Handiwork of the pupils was on display in each room and there was an opportunity for the parents to have conferences with the teachers to get better acquainted with the curriculum of the children. The School Club furnished the refreshments which were served by the children. The new school building is progressing nicely according to Mrs.

Helen Emery, the school principal, and will be ready for the opening of the fall term. There is sufficient room in the building for two class rooms, but it is anticipated to open the school year with just one and when the growth of the village warrants the other class room it will be available for use.

Ten pupils of the school orchestra and band under the leadership of Pen Petrone will take part in the Music Festival May 5, at the Frances Stevens School. The pupils taking part are: Wilen Anderson, Harold Duncan, Patricia Garner, Robert Gordon, Haig Harris, Donald Holm, Sharon McCall, Dennis McNamara, Jerry Noe and Linda Scott.

## Hewitsons' Hosts

Mr. and Mrs. Wm. R. Hewitson entertained last week Mr. and Mrs. Melvin Bearden of Seattle, Washington, and Cathedral City. Bearden is a noted artist of great versatility, who in the summer paints the scenery around his summer home on the inlet at Hoodport, Washington. In the winter his desert home is the hub of trips for desert painting. Mr. and Mrs. Hewitson have been the guests of the Beardens at their Hoodport home enjoying the same hobbies together, fishing and hunting.

Also guests of the Hewitsons last week were Mr. and Mrs. John E. Andrews and their daughters Joan and Nancy, of British Columbia. Stopping over for a few days visit on their way home to Vancouver British Columbia from an extended trip through Mexico and Arizona were Mr. and Mrs. Kenneth Mitchell and daughter Isabel.

## Boost for Desert

Paul Clark, publicity chairman for the Cathedral City Chamber of Commerce has asked for publication of the following extract of a letter from a recent visitor to the Misses Bessie and Nellie Tucker of Cathedral City. He says that when "us natives" groan about a little "unusual" cold spell or a slight wind storm to consider this: "My month's vacation gave me a wonderful boost. I shall always be very grateful for that charming and heart-warming experience in Cathedral City. The beauty of the mountains, the sunrises and the sunsets, and the wonderful atmosphere of that unique little city with its graciousness and hospitality shall always linger in my memory. Indeed, I want you two lovely people to know how very much I appreciated your great kindness to me during my sojourn in the desert. My friends here think your Chamber of Commerce should employ me as an ambassador to the Northwest—certainly I loudly proclaim the beauty of your desert. Several friends have gone down since I was there and are equally enthusiastic. Now I am planning to return next winter, God willing, to spend another month in the sunshine, and eventually when I retire, I shall arrange to spend all my winters



THE FLAG GOES UP—Boy Scouts from four local troops rally at the Camporee grounds for overnight event. First event, after the parade, was the flag raising as shown above. (Sun Photo).

## Local Scout Troops Rally at Overnight Camporee

Annual local district Boy Scout's Camporee was held in Palm Springs last Saturday and Sunday with some 64 scouts participating.

Beginning with a parade Saturday morning, starting at the Frances Stevens school, the four Scout troops marched to Ramon and Palm Canyon drive where they made camp.

The four scout troops in the Camporee activities from this area were represented by the Desert Hot Springs troop; the Cathedral City troop and Troops No. 39 and No. 56 from Palm Springs.

there. Somehow Cathedral City seems to be just the answer to a lifelong dream of mine."—Grace M. McMinn, Portland, Oregon.

## Around and About

Miss Etta Springer, 76, sister of Fred Springer, a long time resident of Cathedral City, passed away Sunday at the hospital in Arlington after an illness of more than a year there. Miss Springer was a native of Coraopolis, Pennsylvania, and had resided in Cathedral City for two years prior to her confinement to the hospital. Mr. Springer, her sole surviving relative, said that her ashes would be sent back to her old home in Coraopolis.

Harry Hill, Claud Chapin, Harry Durbin and Warren Strebe, active in Scout work, were in charge of the Scout camporee and the Scouts were scored on camp setups erected for over night and struck on Sunday morning when the camporee ended.

Three Boy Scouts from this area received awards made possible by the William Kidston Memorial Fund at the camporee Campfire Saturday night. Jacques Crommelin, chairman of the advancement committee for Scouting in this district, announced that Larry Paul, a member of Troop 56 of the Community church and Warren Day of Troop 59 in Desert Hot Springs had each won a two weeks trip to the Philmont Scout Ranch in northeastern New Mexico on the basis of their activity in Scouting. This ranch was donated to the Boy Scouts of America by Waiter Phillips of the Phillips Petroleum corporation and to visit it, is the ultimate desire of almost every Scout and Scouter in the country.

In addition to these awards, it was announced that Jim Haider of Troop 59 in Desert Hot Springs and a senior at Palm Springs high school is the recipient of a \$250 Boy Scout College scholarship.

## VILLAGE MARKET

## VILLAGE MARKET



DESERT KING 46-oz. can  
**Grapefruit Juice**

**4 for \$1.00**

CHEVY CHASE 29-oz. can

**PEAR HALVES**

**3 for \$1.00**

TASTEWELL 29-oz. can

**CLING PEACHES**

**4 for \$1.00**

OLD RANCHER—ROYAL ANN 29-oz. can

**CHERRIES**

**3 for \$1.00**

BLUHILL Lb.

**Margarine 1.9c**

WINDSOR HILLS 16-oz. can

**APPLE SAUCE**

**8 for \$1.00**

BECKWITH 16-oz. can

**Freestone Peaches**

**6 for \$1.00**

BLUHILL Qt. Jar

**Salad Dressing .39c**

PERFECT HOST Lb.  
**COFFEE 79c**

HART'S 17-oz. can

**Ford Hook Limas**

**9 for \$1.00**

SUNCROP 11-oz. can

**CREAM CORN**

**10 for \$1.00**

DIAMOND A 16-oz. can

**Ruby Whole Beets**

**7 for \$1.00**

RIALTO 29-oz. can

**TOMATOES**

**5 for \$1.00**

HUNT'S 12-oz.

**Chili Sauce**

**Catsup 14-oz.**

**6 for \$1.00**

CRISCO 3-lb. can

**Shortening 79c**

**HILL'S COFFEE**

**1-lb. 83c 2-lb. 1.64**

**Tender juicy steaks at a low price.**

**SIRLOIN**

**T-BONE**

**CLUB STEAKS**

**lb. 89c**

FARM FRESH PAN READY

**FRYING CHICKENS**

**lb. 69c**

U. S. CHOICE Lb.

**Breast o' Lamb 75c**

PLATE RIB Lb.

**Boiling Beef 29c**

Lb.

**Bacon Squares 21c**

SWIFT'S SWEET RASHER Lb.

**Sliced Bacon 35c**

Lb.

**SPECIALS**

ZUCCINI 2 LBS.

**Squash 25c**

SOLID, GREEN Lb.

**Cabbage 4c**

VALENCIA 5 LBS.

**Juice Oranges 29c**

THURSDAY, FRIDAY, SATURDAY, SUNDAY, APRIL 24-25-26-27

All Items Subject to Stock on Hand.

**WEEK DAYS**

8:30 A. M. to 6:30 P. M.

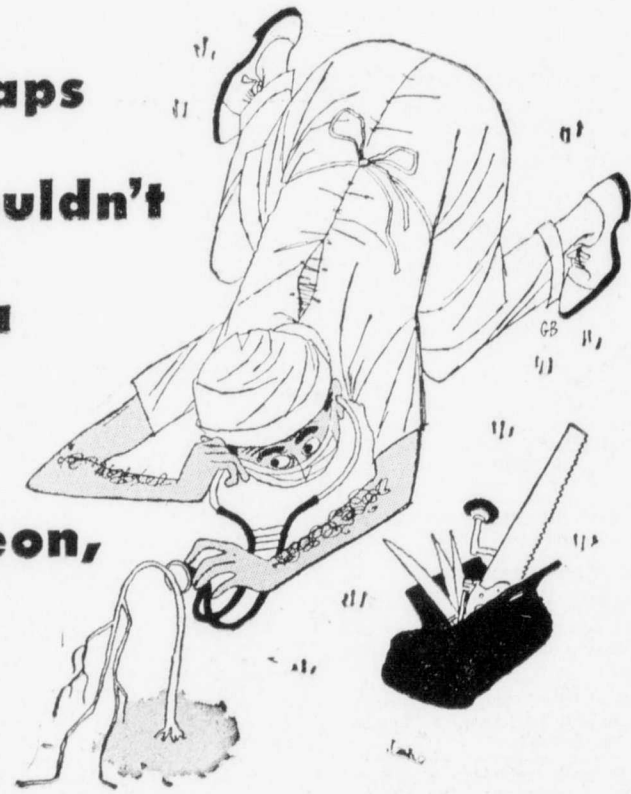
**SUNDAYS**

9:00 A. M. to 6:00 P. M.



All Advertised Items Subject to Stock on Hand  
441 So. Palm Canyon Drive Phone 7932 or 9055

**Perhaps  
you wouldn't  
call a  
tree  
surgeon,  
but.**



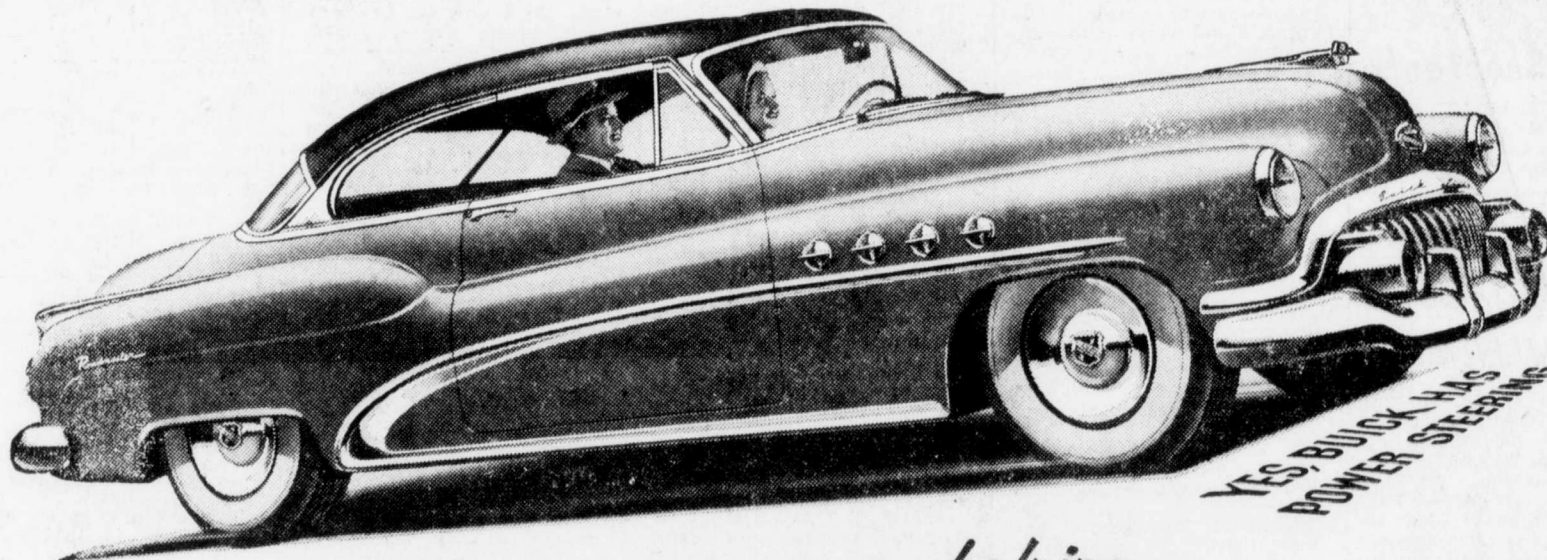
Tree surgery, landscaping and other means to improve your immediate surroundings are included in more than 150 home improvements you may finance through Bank of America. Perhaps you are more interested in an air-conditioning system or in new linoleum for your kitchen floor. Whatever the improvement you want to make, you'll probably find it's available through Bank of America *Timeplan* financing.

Ask your dealer or contractor for *Timeplan* financing... he can make all the arrangements for a *Timeplan* FHA loan right in his own office. Or, if you wish, you can arrange financing in a few minutes at any Bank of America branch. Come in any time.

**NO DOWN PAYMENT... UP TO 36 MONTHS TO PAY**



**BANK of AMERICA**  
NATIONAL TRUST AND SAVINGS  
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



*helping*  
**Give the little lady a hand**

THIS ad is addressed to husbands—husbands who've yearned for the thrill of sitting behind a broad hood packed with horsepower—and the pride of rolling down the street in a car that tells the world, "Here's a man who knows the finest thing on wheels."

But husbands have wives. And wives have been known to say, "No big cars for me. They're too hard to handle."

Well, we have an answer for that one. It's a ROADMASTER with Buick's new Power Steering.† And Power Steering takes over any time the steering gets tough—works like a helping hand—reduces the effort of turning the wheel of a car at a standstill to about the same effort it takes to pick up a mink coat.

BUT out on the open highway—with a clear straight stretch before you—your hands still have command of the wheel—you can feel that sure, firm, easy and eager responsiveness that's a part of the fun of driving.

The rest of the fun is in something else that's new this year—the highest horsepower that a Buick Fireball Engine has ever delivered—and an Airpower carburetor that lets loose an extra reserve of power when needed, and still adds extra miles to your cruising range on each tankful of gas.

So we suggest a family demonstration. You'll both like the hushed and restful silence of this superbly able traveler. You'll like the harmonious beauty of its

interior, and the deep and luxurious softness of its seats.

You'll like the velvet-gloved grip of its Wide-Band brakes, and the most capacious trunk in Buick history.

You'll like the smooth surge of Dynaflo Drive, and you'll like—but why waste time talking, when you could be finding out more than we can ever tell you? How about making a date to do that right now?

Equipment, accessories, trim and models are subject to change without notice. While actually optional at extra cost when available. †Optional at extra cost on Roadmaster only.

**Custom Built  
ROADMASTER**  
by BUICK

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

**DESERT INN GARAGE**

193 N. PALM CANYON DRIVE

PHONE 4001



# New Mayfair Market Opens In Village Today

Three-Day Event to Mark Opening of Big Food Mart for Palm Springs District

Initial Three Day Celebration to Run from 9 a.m. to 9 p.m. Thereafter Store will be Open from 9 a.m. to 8 p.m.; to 6 p.m. Sundays

Today, tomorrow and Saturday the Mayfair Markets celebrate the formal opening of their 29th market with the New Mayfair Market in the Desert Farmers Market at 440 North Palm Canyon drive.

The three day celebration will be held from 9 a.m. to 9 p.m. for these first three days and regularly thereafter the market will be open from 9 a.m. to 8 p.m. daily and 9 a.m. to 6 p.m. on Sundays.

OVER \$150,000 HAS been invested in the new Palm Springs Mayfair Market and it is stocked with some \$50,000 worth of merchandise. More than 30 local residents will be given employment in the new market which will have a weekly pay-roll of around \$3,000.

The progressive development of Palm Springs attracted the Mayfair Market executives who now operate some 28 markets in Southern California. Beginning in 1936 with their first market in the Grand Central Market of Los Angeles, the Mayfair organization, one of the fastest growing food market operators have built a \$3,000,000 business in the past 16 years.

HEADED by Charles Cramer, president; Edwin J. Fox, vice-president and general manager; J. E. Garrett, treasurer and Edmond Herrscher, chairman of the board, Mayfair Markets, with headquarters in Los Angeles now purchase over \$75,000 a month of fresh fruits and vegetables from Coachella Valley farmers.

Seventy per cent of the company's stock is owned by its employees and the markets are 100% union, serving Southern California communities, large and small from Bakersfield to San Diego.

THE COMPANY'S policy of promotion from within the ranks employee participation in profits as well as creation of the latest type marketing methods for public convenience plays an important part in the company's phenomenal growth.

The Palm Springs market is designed and patterned from

past experiences and is considered one of the most modern in the entire country. Use of Fluorescent lighting, light-weight customer carts, continuous music throughout the store, a central check cashing desk for pay-roll and personal checks with proper identification, a new type rotating table type checking stand to speedily handle all purchases are but a few of its many features.

COMPLETE GROCERY, meat, produce, delicatessen fancy and gourmet food departments and sections with wide variety of choice treat the shopper's eye. Free parking facilities for several hundred cars adjoin the huge market.

Huge refrigeration units, daily warehouse deliveries from the Mayfair headquarters in Los Angeles all are a part of the company's policy to make available the finest in food products to the Palm Springs area.

CONTINUAL use of from five to eight checkers and eight to ten vegetable men as well as an experienced staff of meat cutters and wrappers for regular and special cuts of meat will add to the quick, economical service in the cash and carry plan of the market.

Open seven days a week, the new Palm Springs Mayfair market is designed to keep pace with the continual growth of Palm Springs and to become an integral part of this community.

## Special Meat Cuts Available

Behind the big self-service meat department in the new Mayfair Market is a cutting and wrapping room, staffed by

SPECIAL MAYFAIR FARMERS MARKET SECTION

TWENTY-FIFTH YEAR

## The Desert Sun

Palm Springs, Calif., Thursday, April 24, 1952



butchers and wrappers.

This staff is prepared to assist any shopper who desires a special cut or roast prepared for the oven. Under OPS ruling, some of the oven-ready roasts, such as the familiar rolled roast must be purchased and processed only upon request. This experienced staff is ready to prepare any cut of meat that is purchased without additional charge.

It is also ready to assist in the preparation of cuts for lockers and frozen food boxes. A small additional charge is made for the packaging materials only.

NEW MAYFAIR MARKET—One of the wide aisles in the new Mayfair Market opening today with a three-day celebration. Here national famed brands of every variety will be found in comfortable shopping surroundings. For the first three days—today through Saturday—the store will be open from 9 a. m. to 9 p. m. (Sun Photo).

## New Baskets Used at Mayfair Market

Sturdy, handsome chrome basket carriers for shopping have been provided patrons of the new Mayfair Market. The basket is the result of research and engineering to answer the demand of both customer and management.

Although extra large and deep, the baskets have been so engineered as to allow many to nest together in a minimum of space. These new-type carriers will hold nearly triple the



WELCOMED TO VILLAGE—Edwin Herrscher, chairman of the board of directors of Mayfair Stores (left) is shown above with Mrs. Herrscher and Mayor Charles Farrell, who moments before had informally welcomed the market executive as the head of a giant organization to Palm Springs. (Desert Sun Photo).

Good Luck...  
...MAYFAIR!  
OUR NEWEST NEIGHBOR

☆ BAKER'S ☆  
Party and Novelty Shoppe  
Desert Farmers Market

☆  
PARTY ITEMS  
HALLMARK CARDS  
MONOGRAMMING  
.... Gift Wrapping ....  
TOYS

## Luther Crews, Manager of Mayfair Markets, Has Long Experience With Company

Comes to Village with Family From Long Beach Where he Managed Mayfair Market; Large Staff to be Employed at New Store

Luther Crews, who will manage the new Palm Springs Mayfair market in the Desert Farmers Market at 440 North Palm Canyon drive, comes to Palm Springs from Long Beach, where he was manager for their Long Beach store.

Married, he and his wife and their seven year old daughter will make their home here permanently and his little girl will begin attending Palm Springs public school this Fall.

A VETERAN EMPLOYEE of the Mayfair Markets, Crews, in keeping with the company's policy received his managerial promotions from within the ranks and is one of the company stockholders. Over 70% of the company's employees own stock in the company which has had its rapid growth since it began in 1936.

Crews as the nominal head of the Palm Springs market will employ over 34 Palm Springs residents in the market's operation and will have as his assistant James Schulke, who transfers from the Mayfair Market's Santa Monica store on a promotion from within the ranks.

PROMINENT AMONG local employees in the market's various departments will be Carl J. Alessandro, son of Mr. and Mrs. Joseph Alessandro of Cathedral City, Alessandro, formerly of Palm Springs where he was employed by Jerry's Market, Sam and Lee's Cantina and the El Paseo Market, comes from the Mayfair's Bakersfield store also on promotion to head the receiving department of the huge store.

Others include Eric Walker, of Desert Hot Springs, who was with Smith Brothers in India and who started the Green Basket originally in the Desert Farmers Market.

James Ralph Groshone of Palm Springs, a marine veteran, just discharged, married and father of

amount old-type roller baskets held. Mothers will be delighted with special baskets that provide a seat for the youngster.



MANAGER—Luther Crews, experienced Mayfair Market manager, who will be in charge of the local store which opens today in Farmers Market. (Sun Photo).

two small children, will be employed in the meat department.

PAULINE THOMPSON, wife of Sergeant Dale Thompson of the Palm Springs Police department and Henrietta Jessup also of Palm Springs, both of whom will be employed in the meat department.

Practically all of the Mayfair Market's employees will be Palm Springs residents with the exception of department heads, promoted from within the ranks of the company for their past record of service.

## La Petite Marmite BIDS WELCOME TO MAYFAIR MARKET

La Petite Marmite  
Translated from French  
into English means  
"The Little Soup Kettle"

BUT...

The food served is not all French. Marguerite prepares your French food—the kind you love—savory continental meat dishes, famous French sauces and superb French desserts. You'll rave about these new taste thrills. Try this food once and you'll come back again.

Arthur personally prepares all of the famous German dishes—like Sauerbraten and mouth watering potato pancakes. Once you have partaken of this famous Chef's food you will return again and again for more and more. Prepared dishes for complete meals at home.

Our Particular Specialty Is  
CATERING

La Petite Marmite

In The

DESERT FARMERS MARKET

Owners: Arthur and Marguerite Schloss

## THE VILLAGE BUFFET IN THE DESERT FARMERS MARKET WELCOMES MAYFAIR TO PALM SPRINGS

We invite everyone to visit our  
Village Buffet

Try Our World Famous  
FRUIT BOWL

and a variety of other salads

Have a Delicious Soda and See the  
Grand Selection of Famous

BLUM'S CANDIES

AT OUR FOUNTAIN

We Feature

BLUM'S ICE CREAM

Open Daily---11 a. m. to 10 p. m.



## CONGRATULATIONS

To

*Mayfair Market*

From

**PAPPY'S  
DELICATESSEN**

"THE

GOURMET CORNER"

in the

*Desert Farmers Market*

## Farmers Market Affords Villagers Wide Variety

The town's most unique shopping center are Dekker's Bakery; D. Kok, who owns and operates the Village Buffet, the Salad Bar and Blum's candy and fountain; Mr. and Mrs. Edward Landfield of Royal Palm Hotel who own Pappy's Delicatessen; Mr. and Mrs. Lou Levison with their Seven Seas Shop; Mr. and Mrs. A. Wahlberg, operating the Green Basket, with daily fresh fruit and vegetables; Mr. and Mrs. F. Baker, with the Baker's Party Shop, with favors, novelties and unusual party gadgets; Mr. and Mrs. A. Schloss, Petite Marmite restaurant featuring French and German food.

Patterned from the famous Farmers Market in Los Angeles the Desert Farmers Market which opened in Palm Springs in January is the center for both tourists and villagers alike seeking the unusual.

SOME 20 concessionaires offer varied products and food specialties of exceptional nature from the old world and new. Colorful surroundings and resort atmosphere contribute to the charm of this unique shopping center.

Mr. Stahl, a resident of Palm Springs, together with his associates foresaw the possibilities of such a venture in Palm Springs and following a huge investment in the erection of the Desert Farmers Market are continuing with elaborate plans to make the Desert Farmers Market one of the important show places of Palm Springs.

LOCAL RESIDENTS operating concessions in the Market employ a number of Palm Springs people while the Desert Farmers Market management has a staff of 15.

Prominent among Palm Springs residents engaged in their own business in the shop-

ping center are Dekker's Bakery; D. Kok, who owns and operates the Village Buffet, the Salad Bar and Blum's candy and fountain; Mr. and Mrs. Edward Landfield of Royal Palm Hotel who own Pappy's Delicatessen; Mr. and Mrs. Lou Levison with their Seven Seas Shop; Mr. and Mrs. A. Wahlberg, operating the Green Basket, with daily fresh fruit and vegetables; Mr. and Mrs. F. Baker, with the Baker's Party Shop, with favors, novelties and unusual party gadgets; Mr. and Mrs. A. Schloss, Petite Marmite restaurant featuring French and German food.

WITH THE FORMAL opening of the Mayfair Markets adjoining the Desert Farmers Market center this unique shopping center now fills the wants of many of the residents in the sections off of North Palm Canyon drive and lights the way for further development in this area.

### Two Small Fires Quickly Subdued

Two small fires last Saturday brought out the Palm Springs fire department.

A small sawdust fire at Rogers Stables Saturday morning and a motor fire at the Tennis club Saturday afternoon were controlled quickly with light damage.

## Meats Sold in Serve Yourself Style at Store

A self-service meat department has been installed in the new Mayfair Market to aid in selection of meats.

In 120 feet of display cases shoppers will be able to make their selections of the top grades of U.S. government inspected meats, cut in family sizes and prepackaged in piliofilm and "breathing type" cellophane. Shoppers can watch butchers cut and table trim the meats. The cutting room is separated from the cases by a large pane of glass.

At a glance, shoppers can see the exact weight and price of each cut. The weight paid for is the weight of the meat only, and does not include packaging materials.

It's streamlined shopping in this new meat department and all cuts are table trimmed waste-free. Mayfair unconditionally guarantees satisfaction or the customer's money will be refunded, the company says.

In installing this new section, Mayfair executives incorporated all the latest equipment plus the know-how gained over the years from handling huge quantities of quality meats, fish and poultry.

## Mayfair Shelves Will Offer Wide Variety of Well Known Brands

Perplexed hostesses can find hundreds of ideas for dinners by browsing through Mayfair's wide, well lighted aisles, according to Luther Crews, market manager.

The inventory of the products stocked by the new Mayfair Market reads like a "Who's Who" of food-dom. Thousands of staple and specialty items will be kept on the shelves and Mayfair is constantly searching for new products to introduce to its customers.

Only recognized brand names are stocked and shoppers are

given a wide choice of brands and sizes in most items. All merchandise sold in any Mayfair Market is guaranteed on a money-back basis. New products are carefully investigated before they are placed in the market.

The tremendous volume of so large a firm makes it possible to pass real savings on to the customers. Because of the rapid turnover in every department, stocks are always fresh. The purchasing agents are authorized to buy only the highest grade merchandise from reputable sources.

## Mayfair Backs All Merchandise With Unconditional Guarantee

The public confidence enjoyed by Mayfair Markets is credited to the sound business principles and absolute fairness which have marked its dealings with the public.

Mayfair stands behind every product it sells and the sale itself constitutes a guarantee. Money is refunded promptly and cheerfully if merchandise is unsatisfactory for any reason.

Mayfair employees are trained thoroughly in the company's policies before being assigned and are taught that friendly, courteous service is just as important as top quality merchandise.

The company never buys "hot" items, that is bargain merchandise which fails to meet the high standards of the organization.

While emphasis has always been placed on quality Mayfair has consistently kept its prices at rock bottom levels.

### One Hurt in Crash

Banning Sheriff's unit was called on a minor traffic accident early Sunday morning on Highway 111 outside north end of town. Of three, Travis Gasper, 19, was treated at Desert Hospital for slight injuries and discharged.

## Large Variety Will Attract Many Shoppers

Housewives will find the greatest array of famous nationally advertised brands ever to be displayed in Coachella valley when they view the shelves of the new Mayfair Market in Farmers Market.

Probably no other single feature has been as responsible for the acceptance and growth of the Mayfair chain as its policy of having in stock, at all times, all the foods, household needs and toiletries that are nationally advertised.

In the grocery section such familiar names as Heinz, Stokely, Del Monte, Libby, H. G. Prince, Iris, Ben Hur, Lever Brothers, Colgate-Palmolive Peet products, Proctor and Gamble, White King, to name just a few, are completely represented.

Famous names in meats including Swift, Armour, Cudahy, Wilson, Piete, Hormel, Rath and Dubuque can be found stamped on fine quality beef pork, ham, veal, lamb and smoked meats.

"We want the housewife to be able to shop with utmost confidence in our market and to be able to find her favorite brands of foods every time she shops," said Luther Crews, market director.

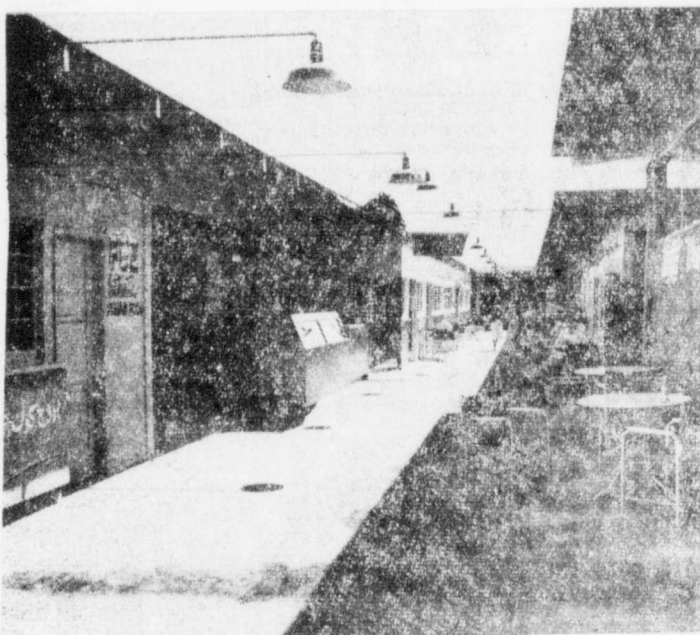
# ALL OF US AT THE DESERT FARMERS MARKET

SAY

*Hearty Welcome and Good Wishes to*

**MAYFAIR**

The Desert Farmers Market . . . all of its concessionaires . . . urge you to visit the Mayfair and thrill to the fact that a new mammoth business has opened in Palm Springs.



Each foot traversed is a shopping adventure for Villager and Visitor alike.



Exciting shops displaying exotic things to buy and goods to eat or take home are available.

## NOW.... A COMPLETE SHOPPING CENTER

### ★ Bakery Goods

Home made pies . . . pastries . . . fresh bread and delicious cakes . . . Fresh daily!

DEKKER'S

### ★ Fresh Fruits & Vegetables

The "Top of the Crop" . . . direct from Farmer to Consumer . . . Try our Coachella Valley Grapefruit

GREEN BASKET

### ★ Imported Treasures

Interesting items gathered from the four corners of the world . . . Complete line of baskets and place mats.

7 SEAS SHOP

### ★ Italian Foods

First time in Palm Springs . . . Complete Menu of Italian dishes served at Market or to take home.

RIGOLETTO'S

### ★ French & German Foods

Prepared by TWO famous Chefs . . . natives of each country . . . Take some home tonight!

LA PETITE MARMITE

### ★ Novelties & Favors

Gift wrapping . . . fun items to make any party a big success. Hallmark cards and Monogramming.

BAKER'S Party - Novelty Shop

### ★ Sea Foods and Original Bar-B-Q

Wide variety of sea foods and salads . . . Bar-B-Q'd meats . . . and poultry served in the market patio . . . or to take home.

### ★ Syrian Foods & Breakfast Inc.

Turkish Coffee . . . Tasty delights . . . Served in the Patio . . . or to take home. Ph. 5285

THE FEZ

### ★ Delicatessen

Delicacies to delight you . . . Pastrami . . . Corned beef . . . Canadian ham . . . Imported & domestic foods.

PAPPY'S

### ★ Health Foods

Foods for all diets . . . Salt-free, reducing . . . and for low and high vitamins.

PALM SPRINGS HEALTH FOODS

### ★ Ceramics & Gifts

A beautiful and varied collection of ceramics and gift items.

TREASURE HUT

### ★ Newsstand

NEWS of the World! Magazines . . . Out-of-Town papers . . . at the market entrance.

When the doors of the Mayfair Markets swing open for business today the formerly projected picture of what the DESERT FARMERS MARKET would mean to Palm Springs is completed. The new management of the DESERT FARMERS MARKET has pledged itself to constantly seek ways and means of improving its value to the community.

Here you will find more diversified businesses under one roof than anywhere within a radius of 100 miles.

The investment in effort, physical and financial, is a stupendous one. And this expenditure in view of the nature of the businesses conducted at the DESERT FARMERS MARKET must continue always if it is to remain a success—and success means the ever moving goal of attainment.

**WE WILL ENDEAVOR TO MERIT YOUR VALUED PATRONAGE**

The opening of Mayfair Markets with its huge variety of food and drug items adds immeasurably to the value of the DESERT FARMERS MARKET as one of the chief assets of Palm Springs and its fast growing resort area.

Nowhere can a person purchase such items short of traveling all the way to Los Angeles as can now be purchased at the Desert Farmers Market—and this will be considerably enhanced and broadened as the months go by.

The NEW MANAGEMENT of Desert Farmers Market is deeply grateful to the citizens of Palm Springs and other neighboring communities who have patronized our shops and will continue to do so.

444 No. Palm Canyon Drive

**DESERT FARMERS MARKET**

Free Parking---Tele. 5361



# Grand Opening!

**THIS IS THE DAY!**

California's **FASTEST GROWING SUPER MARKETS**  
Comes to . . .

*Palm Springs!*

**444 N. Palm Canyon Dr.**

**Now!** ALL your favorite foods!  
ALL your favorite brands!  
....at famous MAYFAIR prices!

3

**BIG OPENING SALE DAYS!**  
THURSDAY! FRIDAY! SATURDAY!  
APRIL 24, 25 & 26

- Free!**

**200 PLASTIC SALAD TONGS**

First 200 ladies each morning receive beautiful, useful set of plastic tongs—FREE!

**Free!**

**200 PLASTIC BAGS**

At noon, each day, 200 clear plastic, deep, multi-use bags given absolutely FREE!

**Free!**

**200 GIRLS' HANKIES**

Dainty colorful hankies, individually packaged, given away daily at 6 p.m. to 200 patrons!

**Free!**

**GUM, CANDY, SAMPLES for Kiddies**

Plenty of free goodies for kiddies, all day, every day during the opening—FREE!

**OPEN**

**9 a.m. to 9 p.m.**

**DURING OPENING CELEBRATION**

**OPEN ALL DAY SUNDAY**

- Shop—always—in COOL COMFORT Refrigerated Air Conditioning Constantly!
- See the new AUTOMATIC CHECKSTANDS

Just wait until you step inside the glamorous new Mayfair Market! You'll thrill to the incomparable selection — the modern facilities — the pleasant, refreshing refrigerated air conditioning.

Mayfair brings to you their famed merchandising innovations that have gained nation-wide recognition. You get low super-market prices every day in the week!

Come see for yourself. Be convinced that there's nothing to compare to Mayfair's Desert Farmers Market! It's going to be an opening to remember . . . so plan now to do ALL your food shopping here, this week-end. IT WILL PAY YOU!

Always Plenty of  
**FREE PARKING** IN REAR OF MARKET

## YOU CAN'T AFFORD TO MISS MAYFAIR BARGAINS LIKE THESE!

<p><small>U. S. Graded "CHOICE" Steer</small></p> <p><b>PRIME RIB ROAST</b></p> <p><small>Short Cut Oven Ready</small></p> <p><b>69¢</b></p> <p><small>Table Trimmed</small></p> <p><b>lb.</b></p>	<p><small>Top Spred, Top Quality</small></p> <p><b>COLORED OLEO</b></p> <p><b>2</b></p> <p><small>1-LB. CTNS.</small></p> <p><b>29¢</b></p>	<p><small>Food Club, Finest Quality</small></p> <p><b>CANNED MILK</b></p> <p><b>2</b></p> <p><small>TALL CANS</small></p> <p><b>21¢</b></p>	<p><small>U. S. No. 1 Quality</small></p> <p><b>RUSSET POTATOES</b></p> <p><b>10</b></p> <p><small>-Lb. Bag (Limit 20-Lbs.)</small></p> <p><b>49¢</b></p>
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SEE MORE INSIDE





444 N. PALM CANYON DR.  
★ In the heart of Palm Springs

LIMIT RIGHTS  
RESERVED  
NO DEALER SALES

CHICKEN OF THE SEA  
**TUNA**  
  
Bite Size Chunks  
6-ounce Can  
**27<sup>c</sup>**

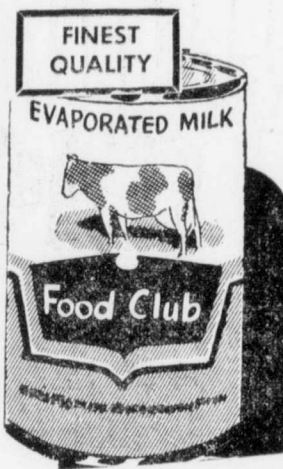
BE SURE!  
BUY MAYFRESH  
U.S. GOV'T INSPECTED  
and CERTIFIED Fresh  
EGGS  
100% GUARANTEED!  
LARGE  
GRADE "A"  
Dozen in Carton  
**47<sup>c</sup>**

  
**GAYLORD  
APPLESAUCE**  
FINE  
QUALITY!  
17-ounce  
Cans  
6 cans for  
**59<sup>c</sup>**

Gaylord, Tender Sweet  
**PEAS**  
17-ounce  
Cans  
**59<sup>c</sup>**

# WHAT VARIETY! WHAT VALUES! MARGARINE

Mayfair's Own Brand



Food Club, Enriched Evaporated

**MILK** 2 Tall Cans **21<sup>c</sup>**


One Pound Cartons  
**229<sup>c</sup>**

★ **ARDEN'S CHEESE FOOD** Processed 2-lb. American LOAF **75<sup>c</sup>**

BEN HUR GROUND BLACK  
  
**PEPPER** 2-Ounce Tin **31<sup>c</sup>**

BETTY CROCKER'S "12-IN-1" FLOUR MIX  
  
**BISQUICK** 40-Oz. Size **38<sup>c</sup>**

Luncheon Meat  
  
**ARMOUR'S TREET** 12-Oz. Can **39<sup>c</sup>**

Fresh Corn Off the Cob  
  
**NIBLETS CORN** 12-Oz. Can **16<sup>c</sup>**

Del Monte  
  
**TOMATO SAUCE** 6 8-Oz. Cans **33<sup>c</sup>**

Libby's  
  
**TOMATO JUICE** Giant 46-Oz. Can **23<sup>c</sup>**

**VENUS FOODS** The Mark of Merit  
Venus Small  
WHITE BEANS  
2-Lb. Pkg. **24<sup>c</sup>**

Venus Long Grain  
WHITE RICE  
2-Lb. Pkg. **34<sup>c</sup>**

Venus Delicious  
COCONUT MUNCHETTE COOKIES  
With Giant Ballon  
14-OZ. PKG. **39<sup>c</sup>**

**Cling Peaches** Food Club 29-Oz. Can **25<sup>c</sup>**

**Baby Foods** CLAPP'S STRAINED 6 Reg. Cans **43<sup>c</sup>**

**SPRY Shortening** 3-Lb. Can **75<sup>c</sup>**

**Waxed Paper** Cut-Rite 125Ft. Roll **21<sup>c</sup>**

**FLOUR** Food Club Family 10 POUND BAG **67<sup>c</sup>**

**COFFEE** Hills Bros. or M. J. B. 2-lb. ... \$1.64 1-Lb. Can **83<sup>c</sup>**

LARGE PACKAGE  
  
**Surf**  
cuts washday time in half!  
NO RINSING NEEDED  
**25<sup>c</sup>**

**WHITE KING**  
Granulated  
**SOAP**  
  
**49<sup>c</sup>** GIANT SIZE

First Quality  
**BUTTER**  
Mayfair's Own  
"Food Club"  
1-POUND QUARTERS  
**78<sup>c</sup>**

**MAYONNAISE** BEST FOODS QUART **59<sup>c</sup>**



# GRAND OPENING of Mayfair Market

## DELICATESSEN

SELF  
SERVICE

Pioneer or Swift's Premium, Skinless

### FRANKS

1-Lb.  
Cello

49¢

Wisconsin Full Cream

### CHEDDAR CHEESE

49¢ lb.

Cow Brand Imported

### SWISS GRUYERE

Six  
1-Ounce  
Wedges

43¢ pkg.

Wisconsin, Aged, Self Cured (Red Skin)

### SHARP CHEDDAR CHEESE

69¢ lb.

Nippy, Fine Flavor

### N. Y. MARTIN CHEESE

69¢ lb.

Extra fancy quality, rindless, Center Cut

### SWISS CHEESE

By  
the  
Piece 65¢ lb.

Pioneer Brand, top quality

### BOLOGNA

Sandwich  
Sliced

49¢ lb.

Pioneer Brand, Delicious Smoked Liver

### BRAUNSCHWEIGER

55¢ lb.

Imported Unox Brand, Cooked

### HOLLAND HAMS

COOKED  
5 lb., 3-oz. Can

\$5.59 ea.

Portuguese, Rolled or Flat Fillets

### ANCHOVIES

2-Ounce  
Tin  
Ea.

16¢

## EVERY

Don't  
Miss These  
TERRIFIC  
FOOD  
BARGAINS!

## PURCHASE

## GAURANTEED!

## Mayfair Table-Trimmed MEATS

★ 100% SELF-SERVICE—but we'll gladly prepare any "special" order  
★ FREEZER OWNERS—ask about Mayfair's Volume Discount Plan  
★ ALL MEATS—are U. S. Government Graded CHOICE QUALITY

U. S. Graded "Choice" Quality, Steer Beef

### PRIME RIB ROAST

SHORT CUT  
OVEN READY  
TABLE-TRIMMED

69¢ lb.

U. S. Graded "Choice" Quality, Steer Beef

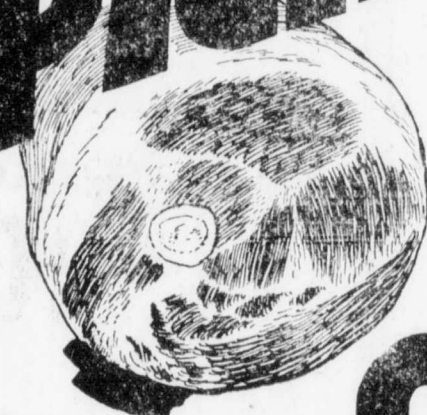
### CHUCK ROAST

Guaranteed  
Tender  
and  
Juicy  
•  
Table  
Trimmed

55¢ lb.

### SMOKED

## Picnics



Dubuque's  
Iowa  
Hickory  
Smoked  
Sugar-Cured

SHANKLESS  
IN VISKING

35¢ lb.

• ARMOUR'S CLOVERBLOOM  
• SWIFT'S PREMIUM

### FRYING CHICKENS

Strictly  
Fresh  
Fully  
Pan  
Ready

61¢ lb.

Armour's Star Fresh  
JR. TURKEYS 4 to 8  
Lbs. Eviscerated, Ready to Roast.

65¢ lb.

Swift's Premium  
SMOKED  
BEEF TONGUES

59¢ lb.

Large Loin, Tender,  
Spring  
LAMB STEAK

85¢ lb.

Genuine 1952 Spring Milk-Fed, Shankless

### LEG O' LAMB

Table  
Trimmed  
Waste  
Free

69¢ lb.

### GROUND BEEF

Strictly Fresh  
Lean Steer  
Beef

59¢ lb.

### SLICED BACON

Armour's  
Star  
Hormel's  
Dairy

Grade  
"B"  
Full  
Slices

49¢ lb. 35¢ lb.

### ROUND STEAK

BONELESS  
U. S. Graded  
"CHOICE"

89¢ lb.

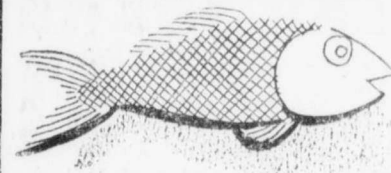
### PORK SAUSAGE

Mayfair's Own  
"Mayfresh"  
Expertly Seasoned  
BULK

43¢ lb.

ALL YOUR FAVORITE

### SEA FOODS



Finest quality broadbill

### SWORDFISH

STEAK  
Solid  
Meat

49¢ lb.

Jumbo size, frying

### SHRIMP

Fresh  
Gulf Caught

89¢ lb.

Finest Northern  
HALIBUT  
STEAKS

43¢ lb.

Fresh, Chinook  
STEAKS  
SALMON

69¢ lb.

Strictly fresh Eureka

### ROCKFISH

Boneless  
FILLETS

39¢ lb.

## Sundries

• SOFT GOODS

• HOUSEWARES

LARGE SIZE  
ALL METAL  
WASTE  
BASKET

69¢



Reg. \$1.19  
Assorted  
Colors

### RAG RUGS

Hit or Miss  
24" x 45"

59¢

### KNIFE SETS

Formerly \$9.95  
5 STAINLESS  
STEEL KITCHEN  
KNIVES IN WALNUT  
HOLSTER CASE!

\$2.95

WHILE  
THEY LAST

Complete

Selection

of

FANCY and  
IMPORTED  
DELICACIES

at SUPERMARKET PRICES!



Chivers English Preserves

Giovanni Antipasto

Reese Crab Meat Cocktail

Reese Smoked Japanese Oysters

Bon Vivant Bisques

Laville Rum Babas

Danish Fish Balls

Little Neck Clams

Pickled Cantaloupe

Spiced Kumquats

Sweet Sour Red Cabbage

Fandango Stix Pickles

Reese Roquefort Dressing

Dijon Mustards

... and many more

delightful treats and snacks



# GRAND OPENING of Mayfair Market

444 N. PALM CANYON DR.  
In the heart of Palm Springs

LADIES! DON'T MISS THESE!

## NYLONS

FULL FASHIONED

51 Gauge  
15 Denier

All Perfects  
Lovely Shades

# 69

Pr.

59c Pink or White "Wundie"

RAYON  
PANTIES

# 39

c ea.

Sizes 5, 6, 7. In Cello Package

## FROZEN

FRUITS - VEGETABLES - JUICES - SPECIALTIES

CAL FAME, CONCENTRATED CALIFORNIA



Contents of  
One Can  
Makes 1 1/2  
Pints of  
Delicious  
Orange Juice

## ORANGE JUICE

# 2

6-OUNCE CANS

# 25

Cal Fame, Concentrated  
**Lemonade**

# 2

6-OZ.  
CANS

# 21



## BIRDSEYE, SLICED STRAWBERRIES

Sugar Added  
12-ounce  
Package

# 31

Snowgirl Fordhook

## LIMAS

# 2

10-OZ.  
PKGS.

# 29

Ekonopak Sweet

## PEAS

# 2

10-OZ.  
PKGS.

# 29

## TURKEY PIES

KERMIN'S  
7-OZ. PKG.

# 27

## NOODLE SOUP

AHREN'S  
CHICKEN—PT.

# 11

Libby's Mixed

## Vegetables

12-OZ.  
PKG.

# 19

Libby's, Leaf or Chopped

## SPINACH

12-OZ.  
PKG.

# 19

# YOU'LL ALWAYS GET MORE for your MONEY at MAYFAIR MKT.!



GARDEN FRESH  
Guaranteed

## FRUITS & VEGETABLES!



★ DELIVERED FRESH  
DAILY BY REFRIGERATED TRUCKS!

U. S. NO. 1 QUALITY, RUSSETT

# POTATOES

FINEST, GENUINE  
CALAVO  
AVOCADOS

# 2 for 25

-LB.  
BAG

Limit  
20 Lbs.

# 10 49

c

## STRAWBERRIES MUSHROOMS ARTICHOKES

Extra Fancy  
FRESH  
Per Basket

# 25

Hot House  
Cello Package

# 19

Extra Fancy  
LARGE  
TENDER

# 2 for 15

DATES

Extra Fancy,  
1-Pound Pkg.

# 19

ORANGES

Extra Fancy,  
Sweet  
and Juicy

# 5

lb. Bag

# 19

CARROTS

Garden-fresh,  
Tender

# 5

Bunch

CELERY

Extra Fancy,  
Tender, Crisp

# 4

c lb

Extra fancy quality, home grown

# ASPARAGUS

ALL  
GREEN

# 2 lbs 29

c

## Candy



25c U-ALL-NO Richardson  
Assorted Flavors KORJELS

JELLY CENTER

## MINTS

7-ounce window box

# 10

Regular \$1.00  
Nationally  
Advertised  
CHEWING

## GUM

Carton of 20 Pks

# 57

Assorted Flavors

## JUMBO JELLS

Delicious,  
Fresh,

1-Pound  
Cello Bag

# 19

## Toiletries

... & HOME REMEDIES



\$1.00 Bourjois  
"Waves of fragrance"

## COLOGNE

8-ounce Bottle

# 29

## ALCOHOL

Reg. 19c  
PINT  
BOTTLE

# 9

## ASPIRIN

Reg. 19c  
BOTTLE  
OF 100

# 9

Package of  
**THREE**

29c

## TOOTH BRUSHES

"Prophylactic"

# 69

FOR ALL 3!



## Refrigeration Guards Goods

Fresh produce in the new Mayfair Market will be dew-fresh and kept in that condition by scientific methods. The air-conditioning of the building will aid in maintaining the freshness of

the produce. Kern county which ranks fourth in United States county totals in farm production, will furnish much of the produce that shoppers will find in the large Mayfair produce section. Expert handling of premium local produce will assure Mayfair shoppers of the finest and freshest of fruits and vegetables throughout the year.

## YOUR VACATION SPECIAL

Awaits Your Selection  
in Trouble-Free

## Used Cars

At

## Plaza Motors

Below are just a few...

Come In and See Them All!

- |  |        |
|--|--------|
| 1950 Chevrolet Four Door Sedan. Clean. Low mileage. Radio.   | \$1595 |
| 1950 Oldsmobile 88 Sedan. Very sharp. Low mileage. Radio. White wall tires.  | \$2095 |
| 1951 Packard Four Door Sedan. 200 Series. Loaded down with expensive extras.   | \$2495 |
| 1951 Cadillac Convertible. Traded in by local owner. Many extras and new car guarantee at ceiling price. No trade-in needed. |        |
| 1951 62 Cadillac Four Door Sedan. Freshness of a new car. Ceiling price. No trade-in needed.                                 |        |
| 1949 Cadillac Coupe DV. Custom car locally owned by winter resident.   | \$2895 |
| 1947 Oldsmobile Club Sedan. Hydromatic. Radio. Heater.   | \$1045 |
| 1949 Buick Convertible. Many extras. Low mileage.  | \$1895 |
| 1951 Chevrolet S. T. Club Coupe. Low mileage. Has new car guarantee.   | \$1945 |
| 1949 Chevrolet 1/2 ton Pick-up. 4 speed transmission. Heavy duty tires.  | \$1095 |

## Plaza Motors

CADILLAC - OLDSMOBILE

182 E. ARENAS ROAD  
PHONE 5122

## New Store Will Feature Its Own Line of Foods

Featured at all Mayfair Markets are Food Club products.

Although Food Club is a "private label" for Mayfair Markets it is a nationally distributed line of foods sold by the nation's largest independent food chains. These chains, whose combined buying power is greater than any one single chain in America, have banded together in a co-operative buying organization that maintains buying offices throughout the country.

Buyers are authorized to contract for the complete output of various packers and manufacturers who must conform to rigid standards as set by the members.

These standards are: 1) That only the pick of the crop be used; 2) that the high quality never varies; 3) that each member receive samples of food to be included in each pack, before packing.

In spite of the rigid specifications as to quality, Food Club items are able to come to the consumer for prices far lower than any nationally advertised brand to whose quality, the quality of Food Club products can be compared, the company says. This is possible because in the Food Club operation all items come to Mayfair direct from the factory.

## New Market to Feature Food and Hospitality

NEW MARKET—IS Mayfair Markets enjoy a state-wide reputation in the food industry as being the "hospitable, friendly" markets. It is the traditional western hospitality and friendliness you will find featured at Mayfair, along with the great variety of foodstuffs carried.

All personnel are selected for their friendliness and efficiency. A campaign was conducted last year in which the customer finding a Mayfair employee who did not say "Thank you" collected an apology and a dollar bill from the Mayfair organization.

So well selected and trained were Mayfair employees that in the entire chain only 27 customers had a complaint or collection to make.

## Women Appreciate Self-Serve Idea

Self-service in the grocery department has been a feature of modern marketing for so long that most housewives would feel insulted if they had to go back to being waited on. In a huge volume super market, like Mayfair, it would mean just waiting to be waited on.

The modern housewife knows

## Fluorescent Strip Lights New Market

Mayfair's new market is easy on the eyes in more than one way.

Mayfair has installed an easy-on-the-eyes fluorescent strip lighting system. It produces an illumination that is not only restful but also shows the natural colors of all products.

Interestingly enough, this lighting system helps preserve the quality of the fruits and vegetables. The long fluorescent tubes are also designed to spread light evenly throughout the store, making every item and price easy to read.

## Ample Stocks Insure Buyer of Bargains

The new Mayfair Market, located at the Farmers Market guarantees every special, according to Market Director Luther Crews.

The shopper who cannot find the articles he wishes by the mere asking will be given a slip guaranteeing that he will be able to get the same item at the same advertised price as soon as new stock is rushed to the store. This guarantee is not limited to the opening of the store. Crews continued, it is an every-day guarantee.

## Check Stand Eliminates Aching Back

The lifting of heavy baskets from the basket carriers to the check stands before the merchandise has been removed is eliminated at Mayfair's new market by the installation of 10 of the latest type checkout stands.

With these new type stands, the checker simply pulls the shopping cart into the checkstand where she removes each item as she records it on the register. The merchandise is then segregated so that breakable items may be placed on top of the order when it is packed.

her own business and doesn't want anyone else to tell her how to do it. That is the reason that women of all economic levels like to do their own shopping. They like to plan their own purchases, select their own merchandise, wander through the store and pick it up, look at it, and by themselves choose the brand and variety.

In a crowded schedule with many outside activities and demands on her time, today's housewife makes her shopping time count.

Luther Crews, market director here, believes all the innovations in marketing can be traced right back to the demands of the woman who does the shopping. She keeps the food business busy creating new ways to serve her.

Don't miss a copy. Subscribe to The Desert Sun now. Dial 2243.

## LOOK YEARS YOUNGER

with Helena Rubinstein's new Contour-Lift Film!

Here's a miraculous new day and night firming treatment which can make you look years younger... and feel years younger! It's an invisible fluid that works like a "face lift" and gives phenomenal results to women of all ages.

"Lifts" facial contours - Sagging chin lines seem to disappear. Your face feels toned, uplifted. You feel that droopy look vanish.

Firms relaxed skin - Revigorates skin tissue. Flabbiness becomes more taut. Skin glows with a new firm, bracing freshness.

Tightens and smooths - Helps banish nose-to-mouth furrows, expression lines and wrinkled brows for hours at a time.

And that's not all, CONTOUR-LIFT FILM contains restorative oils that have an accumulative effect—making you look younger longer than you ever dreamed possible.

Contour-Lift Film (two months' supply) ..... 5.00\*

Special introductory size. 3.00\*

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Old Rock & Drive  
For Parking in Ramon's Plaza  
AMPLE FREE PARKING

## Economy Homes Selling Rapidly, Gannon Reports

George D. Gannon of Gannon Realty company announced yesterday that the economy homes built for local people in the lower income bracket are designed and offered to meet the urgent need for low-cost housing. These homes are located south of Ramon road on Camino Parola within the city limits and four minutes from the Plaza. These two-bedroom homes, requiring a low down payment and low monthly cost, are also being inspected by other Valley residents as far away as Desert Hot Springs.

Also, as a result of the Gannon Realty company's current advertising program, scores of home seekers are viewing these modern economy homes and expressing amazement at the unusually low cost.

Gannon announced Monday morning that six of the ten homes were already sold and urged that prospective home buyers consider the possibility of increased building costs by next Fall, which might preclude the chance of purchasing a home of such good quality and low price.

## Boys' Club

Dinner Tonight  
to Benefit Fund

World War Memorial hall will be the setting tonight for a Mexican dinner, staged as benefit for the Boys' club maintenance fund.

The event is sponsored by Palm Springs Lions club, the Boys' club being one of their projects.

George Oliver is chairman for the event and a large crowd is anticipated.

## DESERT Museum NEWS

FRIDAY, April 25—8 p.m. At Museum. Social Studies series. Films: "Snow Road," "George Washington," "Australian Sheep Ranch Country," "Slovakian Farms and Towns."

SATURDAY, April 26—9:30 a.m. to 5 p.m. Field trip (hike) to 49 Palms in north edge of Joshua Tree National Monument near Indian Cove. About 80 miles round-trip driving; some 4 miles hiking round-trip. Beautiful palm oasis seldom visited. Good trail. Bring lunch and water. Meet at Museum.

SATURDAY, April 26—8 p.m. At Frances Stevens grammar school on North Palm Canyon drive.

Guest lecture: Mr. Harold A. Bruner of Claremont showing his incomparable color movies on "Sailing the Sheltered Seas in Southeastern Alaska." This is Mr. Bruner's first appearance in Palm Springs and we sincerely hope, not his last.

SUNDAY, April 27—8:30 p.m. At Frances Stevens School, North Palm Canyon drive.

FINAL AUDUBON SCREEN TOUR of the current series: Mr. Bert Harwell, formerly naturalist at Yosemite National Park and now head of the Western Audubon Society, showing his remarkable color movies on "Canada North," featuring the wild life, flowers, and scenic beauties of the vast north country. A charge of 60c (including tax) is made to help defray the cost of bringing these outstanding lectures here. Doors open at 7:30; tickets on sale at door.

MONDAY, April 28—8 p.m. At Museum. Desert Geography lecture series: Dr. Kenneth S. Norris of Scripps Institute of Oceanography at La Jolla will speak on "How Animals Have Adapted themselves to the Desert."

TUESDAY, April 29—8 p.m. At Museum. Films: "Costa Rica," "Circus Animals," and "The Great Winds—General Circulation."

## Flowers Bring Out Season's Biggest Weekend Crowd

One of the largest weekend crowds of the season rolled out from the coastal areas to look at desert wildflowers last weekend.

Palm Canyon drive was jammed most of the day with cars, two abreast and bumper to bumper most of the day, Howard Poe, traffic officer said.

Until late Sunday night, Highway 99 was bright with headlights as traffic merged at Palm Springs junction from Indio and the Village.

The floral display on the

dunes along Highway 111 east of the Village drew the greatest attention.

Members of the Police Reserve were on duty most of the day keeping the traffic moving along. In Banning police took up signal duties to keep cars rolling through the bottleneck although there were several traffic jams and delays.

Besides the Sunday visitors, there was an exceptionally large influx of weekend visitors who started coming Friday night.

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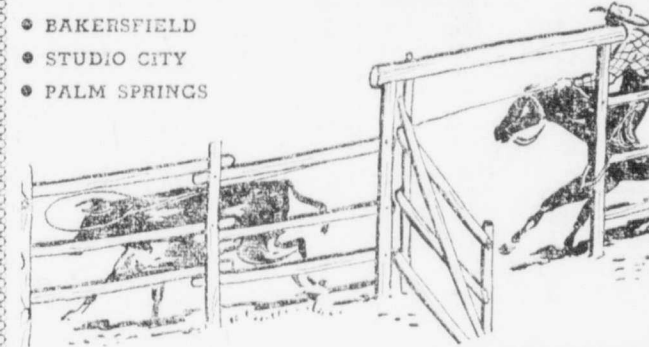
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Turn South on Calle Sta. Cruz to Model House

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## Three File for One Place on School Board

Dr. Stephens to Seek Re-election; Two Others in Race

Three candidates will make the race for the position on the Palm Springs Unified School district board on May 16. It was announced last week as nominations closed.

The term of Dr. Hugh Stephens expires this year. He is a candidate to succeed himself.

Others filing nomination papers with Ray Johnson, county school superintendent, were C. B. Self and Mark Shuffleton.

Self is a well known resident of Palm Springs. Shuffleton lives in Desert Hot Springs.

Elections will be held in 39 county school districts May 16. In the Palm Springs Unified district there will be three polling places—at Frances Stevens school here, at Cathedral City school and at Desert Hot Springs school.

Polls will be open from 7 a.m. to 7 p.m.



**NEW STYLE FOR POLICE**—Bill Hecht tries on his new straw hat, which police are wearing this summer, for size. Marlene Knower, of the desk staff assists while Officer Howard Poe kabitzes. Poe will probably have to tie his hat on when he's astride his motor bike. (Sun Photo).

## Might as Well be Summer, So Police Put on Straws

As far as the police are concerned—it's summer.

It may not say so on the calendar—but Chief of Police A. G. Kettmann decided last week that it might as well be, so he issued a police bulletin permitting members of the force to wear light summer straw hats.

They replace the hot caps worn throughout the winter by the force.

The order went into effect Friday of last week and the members of the force appeared in their new headgear over the weekend.

The shield is on the front of the hat.

Only the motorcycle officers were worrying. They figure they'll have to wear chin straps to keep the hats on.

## Final Audubon Lecture Sunday

Final lecture in this season's Audubon Screen Tour series presented by Desert Museum, will be given next Sunday at 8:30 p.m. at Frances Stevens school.

Charles A. Harwell, outstanding throughout the nation for his nature education, will be the speaker. He will show his film, Canada North.

The film will show the animals, birds and natives of the vast area near the Arctic. Doors will open at 7:30 p.m.

## Southland Recreation Directors Meet Here

City Manager Russell Rink addressed 82 recreation directors and their wives from southern California cities as the Southern California Municipal Athletic Federation met here.

Palm Springs recreation department, Howard Haddock, director, hosted the dinner session which was held at the Tennis club.

## Mail Service in Araby District to Start May 1

Postmaster R. M. Gorham said that mail service will begin May 1 in Araby Tract.

About 60 homes in the tract will receive one delivery daily by automobile.

The following streets will be serviced according to Gorham: Barona road from Morongo Trail to Anza road, Araby drive to Cholla, East from Cholla over Rim road to Indio road.

Residents on Smokewood may place boxes on Araby drive temporarily for service until Smokewood street paving is in.

Gorham urged all in Araby tract to call him at 3056, Palm Springs post office in the Plaza for further information on service and mail boxes.

## Peterson Named on Directorate of Desert Hospital

Robert M. Peterson, city treasurer, has been appointed a member of Desert Hospital board of directors. He succeeds Mrs. Caroline Hicks who resigned at last week's meeting. The Hicks family plans a European trip and because she will be out of town for some time, Mrs. Hicks tendered her resignation.

O. A. Torgerson is new president of the board of directors succeeding Kenneth Kirk who resigned last week, also because he will be out of town for some time.

## Books Wanted by School Library

Warren Linville, principal of Katherine Finchy school, said this week that a library is being built up for the school.

He asked that any one who wished to donate books, suitable for elementary age children, leave them at the school office.

## Whigam Re-elected by Cabazon C. of C.

Cabazon chamber of commerce reelected J. E. Whigam president and re-appointed Mrs. Myra Aten as secretary.

Board members elected are Arthur Jensen, Bryan Dunlap, Arthur Aten and Mrs. Adeline Bloeser.



## C. J. Bell Named Head of County Escrow Society

Riverside County Escrow association held its annual meeting in Palm Springs last week with Coachella Valley Savings and Loan association, host.

C. Jean Bell of Desert Bank was elected president for the coming year. Chester McKenzie, Riverside, vice-president; Prue Kreitzinger, Indio Bank of America, secretary.

Bill Smith president of Coachella Valley Savings and Loan, headed the nomination committee.

Officers will be installed at Banning next month.

## PIANO TUNING

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formerly with Barker Bros. of Los Angeles

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## Fire Prevention Topic of CVAPC

Fire prevention and protection were discussed last night when Coachella Valley Advisory Planning Committee met at Coachella in the water district building auditorium.

Melvin Miller, head of the sub-committee on fire protection, was in charge of the program.

## WE EXTEND

A

*Hearty Welcome*

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### 1948 Cadillac

#### SEDAN

Lots of extras... a beautiful car to own.

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**News O'the World**

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Entrance to Mayfair

and the Desert Farmers Market

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## Shriners Prepare for Summer Event

Local Shriners were notified this week that Al Malaikah plans its summer ceremonial at Santa Monica June 6.

The event will be held on Santa Monica pier and local Shriners are already making plans to attend.

## Captain Ziskin Here for Brief Visit

Capt. Al Ziskin, Palm Springs realtor now with the U. S. Air force, was a brief visitor to the Village over the weekend.

He was former commander of the Air Reserves here and is now stationed at Tampa, Fla.



Hotel and Motel Owners who are clients of ours would not go out and get "Plastered" in such a case. They would just phone us!

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